

# Alec Cumming

## Technology Director

75 EAST END AVE. APT 12J NEW YORK. NY 10028

M 917.763.1358

ALEC.CUMMING@GMAIL.COM

<https://alec.works>

## Profile

Technologist with more than a decade of experience delivering innovative products, managing engineers, and collaborating with clients. Focused on web, AR/VR, innovation technologies, excellent user experiences, and product development. I've planned and contributed to agency platforms in spaces including virtual events, project management, data dashboarding, content management, gaming, and more.

## Awards

[Verizon Fortnite Stadium](#), Webby, Momentum

(Made use of AR, web technologies, physical computing, installation)

[Walmart Drive-In](#), Effie, Momentum

(Made use of virtual events, web technologies, email, physical computing)

[Amex Unstaged](#), Webby, Momentum

(Made use of virtual events, web technologies, email)

[More Than A Costume](#), Webby, Publicis NY

(Made use of web technologies, PHP/WordPress)

[I'm Moving to Canada](#), Webby, Publicis NY

(Made use of web technologies, PHP/WordPress)

[Shake Shack](#), Webby, Big Spaceship

(Made use of web technologies, PHP/WordPress)

[Most Awesomest Thing Ever](#), Webby, Big Spaceship

(Made use of web technologies, Adobe Flash)

## Nominations

[All Star Code](#), Webby, Elephant  
(Made use of web technologies, PHP/WordPress)

[Elephant.is](#), Webby, Elephant  
(Made use of web technologies, React)

[GM Exhibit Zero](#), Webby, Momentum  
(Made use of web technologies, virtual events, web AR)

## Recent Projects

Sing 2/xFinity In-Store AR Experience - Retail holiday web AR photo booth using characters from Sing 2. Not publicly available.

[Wal-Mart Drive-In - COVID-safe Large-scale drive-in activation](#)  
(Made use of web technologies, virtual events, physical computing, installation)

[Verizon Super Bowl LV Fortnite Stadium - COVID-safe Super Bowl in-game event](#)  
(Made use of web technologies, AR, physical computing, installation)

[Alicia Keys - American Express Unstaged - Virtual concert](#)  
(Made use of virtual events, web technologies, email)

[Verizon - Super Bowl LIV 5G Stadium - Dome installation and AR application in Miami FL](#)  
(Made use of gaming technologies, custom Fortnite build)

[Citi - Citi Entertainment Google Assistant Agent \(voice application\)](#)  
(Made use of AWS services (Lambda, DynamoDB, etc.), Amazon Alexa, Google Agents)

[S&P Global - International Women's Day Installation at the Oculus \(AR and kiosk apps\)](#)  
(Made use of web technologies, React, physical computing, installation)

[Cadillac - Cadillac VR \(product design and prototyping\)](#)  
(Made use of Unity/C#, VR)

[Red Lobster - VR Prototyping and website](#)  
(Made use of Unity/C#, VR, web technologies)

## Skills

Strong communication, management, and technical skills and experience recruiting and resourcing talent across multiple technology disciplines.

Interdisciplinary communication, management, and engagement. Management of local, remote, and offshore engineering teams. Technical vendor management and consultation with internal client technology, strategy, and creative stakeholders.

10+ years' experience with HTML (5), CSS (including SCSS, Bootstrap, Foundation), client-side JavaScript, PHP (WordPress, Laravel), Python, node.js, RDBMS (MySQL, PostgreSQL, etc.), NoSQL (MongoDB, AWS DynamoDB)

Extensive experience with client-side frameworks: React, Next.js, Vue, Tailwind

Experience with static site generators such as Hugo, Gatsby, and Jekyll

Experience with marketing and analytics technologies: Google Analytics, MailChimp, Salesforce

Thorough knowledge of current technologies, standards, and client-side Quality Assurance testing across the web, AR, VR, and back-end technologies

Scalable infrastructure and application/information design and execution: Azure, AWS, Heroku, Vercel, Netlify

Responsive/adaptive web technologies and development process

Documentation, scripting, quality assurance, and automation

Framework implementation, deployment, and administration; LINUX server administration

Adobe Suite: Photoshop; Illustrator; InDesign

## Experience

### **Group Director, Technology, Elephant, New York, 2021-2022**

I lead the Technology and Product Management groups at Elephant, managing 9 engineers, tech directors, and product managers. Major clients include Apple, Comcast/xFinity, Chevron, Marc Jacobs, Electronic Arts, Benjamin Moore, and All-Star Code. The Technology discipline at Elephant is responsible for collaboration and ideation with creative, strategy, production, and client services stakeholders, engineering and prototyping, and quality assurance across all our clients.

*Responsibilities include:*

Head up the tech discipline across East and West coast offices, including Product Management and remote/freelance teams.

Manage a team of 9 engineers and managers (hybrid in-office and remote) across all major clients at Elephant. Manage and mentor development staff and discover and evaluate candidates.

Responsible for delivering the highest possible quality technical product on time and within budget, whether web, AR, or retail installation. Managed PHP/WordPress sites for multiple internal and external stakeholders.

Manage company website and internal tools and collaborate with leadership on how to evolve and improve initiatives.

## **Director, Creative Technology, Momentum Worldwide, New York, 2019-2021**

I head up the Creative Technology discipline at Momentum Worldwide, an experiential agency in New York, reporting to the SVP of Integrated Production. We tackle projects for major clients such as Verizon, American Express, Walmart, SAP, Chevron, and others. As part of the Integrated Production discipline, Creative Technology is responsible for development, prototyping, consultation, and collaboration with all other departments at Momentum, as well as with our clients.

*Responsibilities include:*

Lead the Creative Technology discipline - strategy, development, quality assurance - across every client Momentum works with.

Manage a team of four developers (three remote) on projects that range from web development, physical computing, IT-focused solutions, client liaison, and internal initiatives including live-streaming programs and the company website.

Close collaboration with Creative, Business Leadership, Experience Design, and Live Events team to deliver project success, as well as collaboration with Momentum teams in other markets (Canada, UK, and others)

Technologies used include AR, Web AR, web technologies such as React and Vue, Node.js, multiple PHP/WordPress installations internal and for clients, C#/Unity and Unreal Engine.

Forecasting, allocations, and resourcing for the Creative Technology team

Liaise with clients, partners, and other key stakeholders throughout project engagements. Implement and vet internal tools, initiatives, and products.

Work closely with search and data science teams to craft infrastructure and application solutions for products and services.

Clients include Verizon, Walmart, American Express, SAP, United, Chevron, Nike, General Motors, Lysol

## **SVP Technology Director, Publicis NY, New York, 2014-2019**

Responsible for the Technology discipline at Publicis New York. We work across every client group and are focused on delivering innovative and reliable solutions for client business challenges.

Collaborate with our data, ad tech creative, innovation, production, quality assurance, and client services teams to design the right solution, no matter the need or budget.

### *Responsibilities include:*

Lead technology strategy, resourcing, infrastructure concerns for major NYC communications agency.

Responsible for leading a team of 6 developers and two managers, representing varied projects and engagements across the company portfolio.

Technologies used include AR, Web AR, web technologies such as React and Vue, Node.js, multiple PHP/WordPress installations internal and for clients, C#/Unity and Unreal Engine.

Managed multiple .NET, PHP/WordPress, Node.js, and custom websites for internal and external stakeholders.

Collaborate with account, creative, production, UX staff to create solutions for client needs.

Work closely with technology disciplines across Publicis North America agencies, as well as partner agencies inside Publicis Groupe.

Liaise with clients, partners, and other key stakeholders throughout project engagements.

Implement and vet internal tools, initiatives, and products.

Work closely with search and data science teams to craft infrastructure and application solutions for products and services.

Clients include Red Lobster, Citi, Walmart, Merck, Sanofi, Cadillac, Abbott, P&G, HP Enterprise, Nestle, Hilton, AXA.

## **Technical Director, The Science Project, New York, 2013-2014**

Responsible for guiding technical strategy and architecture and managing internal and external development teams tasked. Technologies used include physical computing and installations, Python/Django/Pyramid, web technologies, multiple PHP/WordPress installations for clients.

Lead technical process, integrate that process with design, business, and strategy departments. Develop and present technology recommendations and guide client expectations.

Manage and mentor development staff and discover and evaluate candidates.

Develop and communicate clear estimates and project plans for all technology projects. Responsible for relationships with clients, vendors, and contract teams.

Provide technical product management and oversight for company product platforms (web and native), and internal tools.

### **Senior Technologist, Big Spaceship, New York, 2012-2013**

Project and team technology lead on major client website builds and redesigns. Manage Technologist, Junior Technologist, and freelance resources.

Responsible for development of site and server architecture for production client websites. Technologies used include web technologies, Node.js, multiple PHP/WordPress installations internal and for external clients, C#/Unity and Unreal Engine.

Direct liaison with client development, administration, and production teams.

Manage issue tracking and project management for team.

### **Technologist, Big Spaceship, New York 2010-2012**

Developed websites and web applications for various major clients including Wrigley, Google, Fiji Water, Finish Line, UrbanDaddy, Shake Shack.

Manage and mentor development staff and discover and evaluate candidates.

Developed Facebook and social integration for client websites.

Responsible for planning, developing, and deploying client websites and web applications. Spearheaded internal projects and products. Technologies used include web technologies, Node.js, multiple PHP/WordPress installations internal and for external clients, Adobe Flash.

Custom CMS development for clients and internal use.

Responsible for provisioning and deploying production and development servers using Linux and Amazon Web Services.

## **Education**

University of California, Santa Cruz, CA Porter College – BA, Art History 2001

## **References**

Available upon request.