

# THOMAS YOSHIHARA FINK

## Creative Technologist

Passionate creative software engineer focused on technological innovation, interactive communication and new media arts. I am a concept-driven, out of the box thinker with over 15 years of experience in „emotioneering“ interactive media projects, advertisement and software.



## Relative Experience

03/2012 – Present **BBDO interone, Munich**

### Creative Technologist

Production of award winning works that blend technology and storytelling.

R&D, Conception, UX, IA and Creative Direction.

Full stack web- and application-development.

Disruption of traditional workflows.

08/2011 – 03/2012 **bestbytes GmbH, Munich**

### Creative Technologist

Interaction design, UX for car interfaces.

Conception and development of an UI-Framework to build realtime simulations of cockpit interaction for a premium car manufacturer.

Development of a test environment to enable agile hypothesis tests on real candidates for use in a car simulator.

04/2010 – 06/2011 **salesfactory42, Munich**

### Senior Frontend Engineer

Head of frontend including UX and UI Design.

Architecture and integration of the frontend into a Maven-Based Continuous Integration Process spanning over Google App Engine, Amazon EC2 and salesforce.

08/2008 – 04/2010 **New Ego, Munich**

### Creative Technologist

Conception, UX and Development of an industry leading marketing software asset.

09/2006 – 02/2008 **webguerillas AG, Munich**

### Senior RIA Developer

Conception, UX and Development of digital campaigns for several international brands including Gore Tex, Lycos and T-mobile.

03/2006 – 09/2006 **Scholz & Volkmer, Wiesbaden**

### Senior RIA Developer

Lead Developer on the german launchcampaign for Coke Zero. Focus on realtime multiuser websites for Mercedes Benz and Coke Light.

05/1999 – Present **Freelance**

### Creative Engineer

Conception, UX and Creative Direction for advertisement agencies including BBDO, Jung von Matt, Scholz&Volkmer, interone, webguerillas.

Software-, Web- and Mobile Application-Development including campaigns for BMW, Coca Cola, K2 Snowboard, Logitech, Mercedes Benz, MINI, Mc Donald's, T-Mobile. Technical Consulting for various startups.

## Info

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## Languages

English,

Japanese

German

Objective-C/Swift

C++

Java

Python

HTML5/CSS3/JavaScript

Flex/AS3

SQL

## Honors

2015

ADC.DE Bronze

NYF 4xFA

Annual Multimedia Silver

BVDW Bronze

2014

reddot communication award

theFWA mobile of the day

LIAA bronze

2013

ADC.DE Silver

ADC\*E 2xSL

2012

LIAA Silver

DMMWA Silver

Eurobest SL

## Recognition

Featured on Huffington Post,

psfk, Fast Company,

Tagesschau, HORIZONT,

Focus, Next Conference

## Other Interests

Snowboarding, Surfing

Music, Synthesizers

Travel, Food

Robots

Sneakers

Video Games

Movies