



# Dr. Pete Markiewicz

Teacher, Designer, Developer, Startup Strategy. 1994-Present



- Design ○ Web Graphic, App and Interactive Design 22yr.
- Programming ○ Web-Based Programming Languages 22yr.
- Teaching ○ Design Basic to Advanced 15yr.
- Millennials ○ Generational Theory, Strategy 13yr.
- Biology ○ Life Science Foundations 30yr.
- Dev ○ <http://github.com/pindiespace>
- Design ○ <http://www.plyojump.com/design>
- Teaching ○ <http://www.plyojump.com/training>
- Writing ○ <http://www.plyojump.com/writing>
- Strategy ○ <http://www.plyojump.com/strategy>
- Theory ○ <http://sustainablevirtualdesign.wordpress.com>



## TRAINING

Art Institutes  
2001-Present

### ○ Training and Curriculum Dev, Web and Interactive Design

Trained and managed over 2,000 students in Web and Graphic as well as Design Foundations. Helped develop flipped" online/offline courses for Graphic and Web Design (GWDA) program.

Fund. Web Design	Intermediate Web Design	Information Architecture
Advanced Web Design	Interaction Design	Design for Mobile
E-Commerce Site Design	Mobile and Social Game Design	Game Programming

User Experience	Ux - Prototyping	Ux - Project Development
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Fund. Web Programming	Intermediate Programming	Client-Side Programming
OOP Programming	Server-Side Programming	Database Concepts
Content Management Systems (CMS)		

### ○ Training and Curriculum Dev, Advertising

Taught and managed over 50 students, developed online/offline "flipped" courses in Digital Marketing, Online Community Development, Content Marketing.

Interactive Advertising	Digital Media Campaigns	E-Commerce Strategies
Online Community Management		

Art Institutes  
2001-Present

• Instructor and Curriculum Dev, Liberal Studies

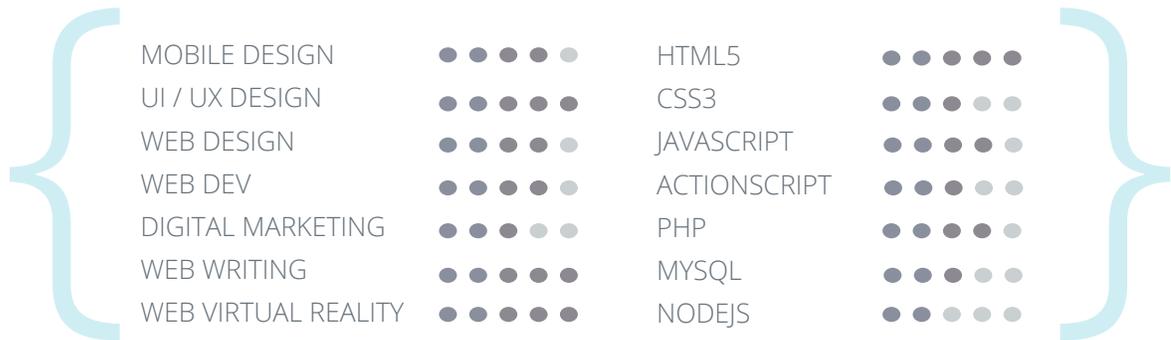
Taught classes in media theory, plus college-level mathematics to Design students.

Cyber Theory

Quantitative Literacy

College Algebra

TECH SKILLS



CLIENTS



Legend VR  
2016-Present

• Consulting, Virtual Reality Application

Advise on development of virtual reality application using the WebVR JavaScript API. Support in design, Ux, coding, and hiring developers for the project.

Ohzone  
2016-Present

• UX and Interaction Design

Analyze experience and develop Interaction Design Strategy for client creating mobile augmented reality (AR) application allowing virtual "try-ons" of clothing via smartphone interface. Market research, Personas, Scenarios, Storyboards, Wireframes, ID diagrams.

Novy Utd.  
2006-Present

• Design, Programming, Digital Marketing

Analyze, design, and program for a set of clients in the games and apps industry. Develop SEO, SEM, Digital Marketing strategies for clients. Created WordPress plugins using HTML5, CSS/CSS3, JavaScript, PHP, MySQL.

Evolvent  
2006-Present

• Virtual World and VR Consultant

Strategy consultant for US government contractor developing models for PTSD treatment of veterans within virtual and augmented reality (Second Life).

RMI  
2008

• Curriculum and Training Development

Developed training for RMI (Rich Media Institute) and taught classes to designers learning programming from MySpace Los Angeles.

OW! Entert.  
2006-Present

• Virtual World & VR Research and Business Models

Developed business strategy, business model and formal business plan for virtual reality company seeking investment. Research into virtual worlds, Virtual and Augmented Reality. Investigate WebVR for browser-based Virtual Reality.

## STARTUP



**Indiespace**  
1994-Present



### The First Web-Based Arts & Entertainment Company

Co-founded with entrepreneur Jeannie Novak in 1994. The first web-based company to promote and sell independently-produced music, film, entertainment properties, create standalone web presence for Arts & Entertainment industry.

03.1994  
04.1994  
05.1994  
07.1994  
07.1994  
01.1995  
03.1995  
01.1995  
02.1996  
03.1998  
01.2002

Launch online  
Daily Variety  
First CD Sale via the Web  
CNN  
Entertainment Weekly  
First Web Hosting company for arts & entertainment  
Secure sales via customer e-commerce package  
Consult, create strategy & websites and hosting for record labels, film, other  
Proto blogging  
Initial Investment  
Conversion from direct sales to consulting

## SEMINARS



**WEBVR**  
2016-present



### Los Angeles WebVR Meetup

Organizer and primary speaker for meetup.com group dedicated to web-based solutions to virtual reality (VR), augmented reality (AR) and mixed reality via the WebVR JavaScript API.

**USC**  
2008-2011



### CTM Millennials and Technology Workshops

Trained executives and graduates in the features of the "Millennial" generation (born 1982-2002) according to the Strauss & Howe generational model. Focus on the integration of the newest US generation into business and work environments. Executive Leadership Program (ELP), Advanced Management Program (AMP).

**CAL POLY**  
2012



### Millennials as Students, Citizens, and Employees

Seminar for young business leaders on the impact of the Millennial generation on the workforce and business.

**EDMC**  
2007-2014



### Millennials in Education (Art Institutes)

Seminars for Ai faculty and staff detailing the likely impact of Millennials in education, teaching styles, careers, and management.

**DM WIRE**  
2007



### Digital Media Wire Panel on Millennials

Seminar for young business leaders on the impact of the Millennial generation.

**FOE**  
2001-2003



### Future of Entertainment

Seminars for musicians and songwriters analyzing the changes in music technology, delivery and styles created by the arrival of the Millennial generation.

# CV - PUBLICATIONS



## MILLENNIALS

### Books

2004

- **Millennials and the Pop Culture (2004)**  
Strategies for a new generation of consumers. Describes features of the Millennial Generation and their likely adoption of technology between 2004-2024.

### Articles

2003-Present

- **Who's Filling GenY's Shoes (2003)**  
Brandchannel August 2003  
[http://www.brandchannel.com/features\\_effect.asp?pf\\_id=156](http://www.brandchannel.com/features_effect.asp?pf_id=156)

## INTERACTIVE

### Blogs

2008-Present

- **Design and Development**  
Sustainable Virtual Design (a sustainability theory for the web and interactive media), <http://sustainablevirtualdesign.wordpress.com>
- **OW! Virtual Reality Blog (virtual reality and worlds-based storytelling)**  
<http://owentertainment.biz>

### Books

2016

- **Sustainable WebDesign (primary author Tim Frick)**  
Wiley. ISBN: 0471294098. 368p. /support, content, interviews, editorial review.

1998

- **Webdeveloper.com Guide to Producing Live Webcasts (1998)**  
Wiley. ISBN: 0471294098. 368p. /w Jeannie Novak

1997

- **Internet World Guide to Maintaining & Updating Dynamic Sites (1997)**  
Wiley. ISBN: 0-471-24273-X. 365p. /w Jeannie Novak

1996

- **Creating Internet Entertainment: A Complete Guide For Web Developers and Entertainment Professionals (1996).**

### Articles

2013

- **10 Tips for Sustainable Web Design (2011)**  
InspiredM website, P. Markiewicz

2012

- **Save the Planet through Sustainable Web Design (2011)**  
Creative Bloq Online, P. Markiewicz

1994-1996

- **Dawn of the Web**  
Cyberlaw. California Lawyers for the Arts Proceedings. Novak, J., and Markiewicz, P. **Setting Up Shop: The Kaleidospace Experience (1995)**, Internet World Magazine. Novak, J, and Markeiwicz, P. **iMPulse Magazine, The Music Industry Goes Online (December 1994)**, **Transactions over the Net (January 1995)**, **The Net as an Entertainment Medium in Its Own Right (April 1995)**, **Using the Web for the Entertainment Industry (1994)**, Novak, J, and markiewicz, P.

# ACCOMPLISHMENTS

## TIMELINE

- 2012**
  - WebVR API for Virtual, Augmented, Mixed Reality**  
Developed software, documentation, blogs, training, seminars, and "UX inVR" analysis for the new JavaScript API enabling VR, AR, Mixed reality in web browsers.
- 2012**
  - Digital Marketing**  
Web SEO, additional Digital Marketing work for clients, including Content Marketing, Inbound Marketing, writing for the web, social network promotion.
- 2011**
  - Sustainable Web Design Theory**  
Developed theory of sustainability for the web, using sustainability models from architecture and industrial design Collaborated with MightyBytes and Tim Frick.
- 2010**
  - Web and Graphic Design Program**  
Curriculum Development for Art Institutes GWDA program.
- 2008**
  - Millennials Redux**  
Develop Millennial theory to include adoption of virtual worlds, virtual reality, behavior in the workplace.
- 2006**
  - DARPA Grand (Robotics) Challenge.**  
Managed development of self-driving car, and entry in DARPA contest. Team got to the second of three selection rounds.
- 2004**
  - Interactive Design Program**  
Curriculum Development for Art Institutes WDIM program.
- 2002**
  - Indiespace**  
Shift Indiespace from Services to Consulting in web tech and generation analysis.
- 1998**
  - Webmaster, Santa Monica College**  
Redesigned and developed main campus website. Create faculty intranet with personal home pages.
- 1994**
  - Kaleidospace (later Indiespace)**  
Depart for the Internet. Co-Found Indiespace (Kaleidospace) with Jeannie Novak, the first arts and entertainment website featuring sales and downloads on the "World Wide Web."

## EDUCATION

- Graduate**  
1978-1984
  - University of Chicago, Molecular and Cell Biology**  
Work in DNA and Protein engineering, evolutionary biology of high-temperature micro-organisms, publications in top science journals including Science (see ResearchGate)
- Undergraduate**  
1974-1978
  - Loyola University New Orleans**



References on Request.