



DYLAN WINTER

Full Stack | Creative Technology | Animation

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Selected Projects

Lose to Win

Bleacher Report - Microsite & Web Service

A microsite where members of the BR Kicks community could upload screenshots of their losing Nike SNKRS raffle entries for a second chance at get rare sneakers in an aftermarket sweepstakes.

I built a custom web service that automatically scanned each submission for content and authenticity, and produced a shareable “digital punchcard” showing images of all the shoes the entrant had lost out on so far.

At the end of the campaign period, each user received one additional raffle entry per valid SNKRS loss submitted, increasing their chances at a scoring a coveted release.



MVP Bot

Bleacher Report - Twitter Bot & CMS Platform

Every year, Bleacher Report’s NBA community engage in a passionate, trash-talking conversation over who will become the next league MVP. To give our fans an edge in the online conversation, we created the BR “MVP Bot,” a helping hand that could back up their arguments with stats, highlights, and curated memes. By tagging our bot into their conversations, our bot supported their hot takes them with on-demand stat cards and more using real-time data.

More than a one-off bot, this was a robust CMS-backed platform that let product owners easily create their own conditional responses and expand the BR brand into online conversations however they saw fit!

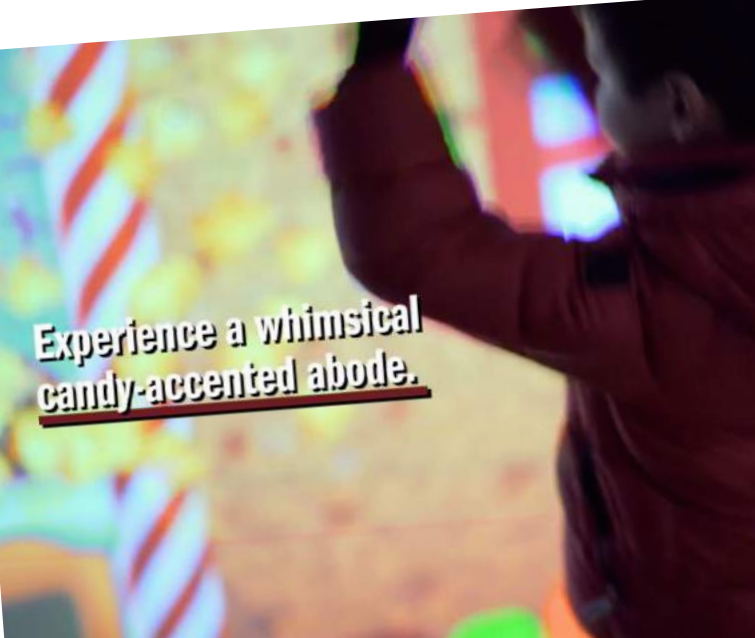
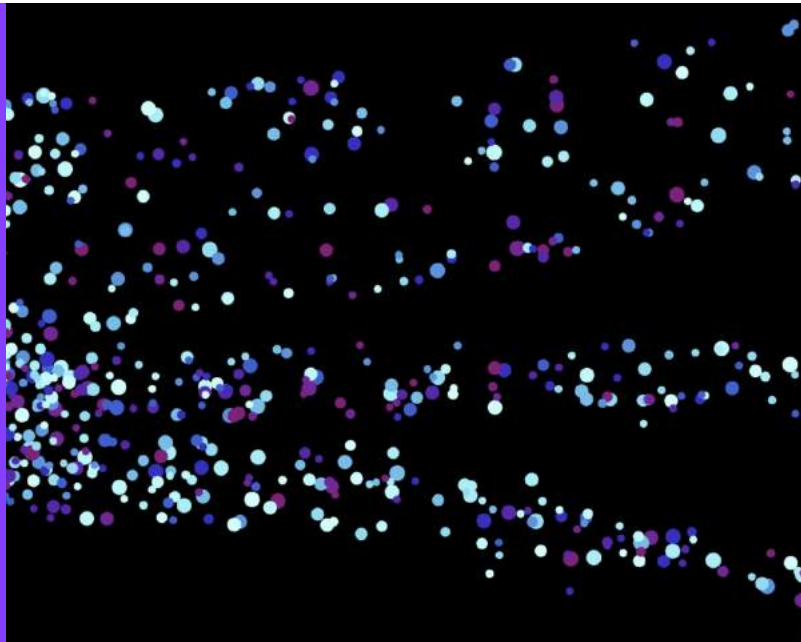
Financial Flow Simulator

Northwestern Mutual - Data Visualization

Northwestern Mutual wanted to help people answer a seemingly simple question - “where is all my money going?”

User testing revealed that traditional tables and charts were not yielding valuable, intuitive insights, so I pitched and developed the “flow simulator”-- a physics-based particle simulation framework where users could get an intuitive sense of how much of their money was going where, and how frequently.

Larger infrequent transactions were easily contrasted with the cost of the daily coffee run, allowing users to explore and intuit hidden details of their financial lives with ease.



4D Gingerbread Experience

Future Colossal - Electronics, Animation, & Installation

At the height of the holiday season in the heart of New York City, we created a human-scale gingerbread house to transport visitors into a magical yuletide dimension.

I designed and developed a custom animation framework and accompanying physical control unit that matched keyframe data from the Unity game engine with real-world objects. Our team was able to quickly and easily sync the animation shown on four gigantic television “windows” inside the house with any number actuators. As wind blew our animated gingerbread man hero, so too did industrial fans blow on our guests, and fairy lights dimmed and blinked with the force of the digital blizzard.

Time Travel Mirror

Future Colossal - Physical Installation, Unity Application

Tasked by Oppenheimer Funds with transporting New Yorkers back in time to the dawn of S&P 500, we transformed the massive windows spanning a full Wall Street building into a digital “mirror” back to 1957.

I created a 3D experience inside the Unity game engine which accepted LIDAR tracking data to render 1950’s styled digital avatars and cars to walk and drive alongside real-world humans as they passed by on the street.

Unsuspecting pedestrians were surprised and delighted to notice their retro mirror selves following their every move, and thousands stopped to play and interact with our display.

