

DROPLAB IS AN
AWARD
WINNING
CREATIVE
TECHNOLOGY
STUDIO.



WHAT WE ARE UP TO

Droplab designs and develops experiential microsites, web applications, AR experiences, and immersive advertising campaigns. Beautifully designed. Technically rigorous. Built to engage.



WHY WORK WITH US?

PROVEN EXPERIENCE

With over 20+ years of combined cross-disciplinary experience, we consistently ship high-quality, high-stakes, award-winning digital products.

TRUSTED BY INDUSTRY LEADERS

Fortune 500 companies, leading entertainment studios, and numerous agencies have entrusted Droplab with their most critical projects and IP.

COMMITMENT TO EXCELLENCE

At Droplab, we believe the final details are what separate good work from exceptional work. We hold ourselves to a high standard; we continuously push it higher.



A FEW OF OUR CLIENTS

Uber

A24

SQUARE ENIX

Campbell's

allī

NETFLIX

 Royal
Caribbean
Group

ACTIVISION

abc


ROCKEFELLER CENTER

 BEYOND MEAT

CNN

 pepsi


Paramount





YES

FOX

UNIVERSAL

HBO

PEANUTS

LIONSGATE

 Microsoft

Disney


BEDROCK
— DETROIT —

 Spotify


SONY
PICTURES

★ macy's



OUR CAPABILITIES

Full Stack Development

Shipping captivating digital experiences through microservice architectures and cutting-edge technologies. We deliver premium products and online experiences.

Content Management

Headless content management systems for projects of all scales. Custom plugins for enhanced capabilities, automation and optimized content management.

Creative

Our designers craft meticulous user interfaces for any project or screen size. Combining foundational design principles and decades of experience, we deliver smart, functional designs that impress.

Creative Development

High impact, immersive digital experiences that transcend the traditional web using WebGL and 3D.

AR/MR

We build custom filters, lenses, and experiences. With our cross-disciplinary expertise and storytelling instincts, we create fun and compelling mixed reality experiences.

Display Ads

Extensive experience in building display ads for Fortune 500 companies and entertainment brands, powering media campaigns that deliver real value.

Ecommerce

Our experience spans custom themes, plugins, and fullstack headless builds. Our solutions are tailored to meet your business now, and where you're headed next..

Agentic AI + Vibe Coding

Rapid product development that combines seasoned engineering with agentic AI workflows and automation to accelerate prototyping, iteration, and deployment.

Wordpress

Fullstack Wordpress Development: Headless builds, custom themes, custom plugins, consulting, and support



THE PRINCIPALS



Mike Dunlop
Founder

Meet Mike, a musician turned technologist. As an accomplished full-stack engineer, Mike has delivered captivating online experiences, bespoke content management systems, and elegant interfaces for clients spanning brands, entertainment studios, Fortune 500 companies, creative agencies, and music labels. With a unique blend of agency experience, a sharp eye for emerging tech, and an obsession with elegant interfaces, Mike brings technical leadership and a vision to every project.



Andrew Leek
CTO

Meet Andrew, a tech enthusiast and interactive artist. Armed with programming, robotics, and microcontrollers, his work bridges the realms of tech and visual arts. For the past 17 years, Andrew has donned the hat of a sought-after technologist and versatile engineer, spanning numerous disciplines including online web experiences, native apps, AR/VR, 3D modeling, and AI. Andrew's abundance of knowledge brings a wealth of expertise to the team and every project he touches.



NETFLIX: CHEF'S TABLE E-COMMERCE SITE

CLIENT
NETFLIX

ROLE
Fullstack Dev, CMS,
Headless Shopify

Droplab was tapped by Netflix to build a headless e-commerce site for the award-winning, Chef's Table series.

Looking to transcend the limitations of a traditional Shopify theme, Droplab employed Shopify's new Hydrogen React framework and Sanity CMS. This combination delivered a best-in-class content management experience and a bespoke user interface, elevating the traditional e-commerce experience.

VISIT



NETFLIX



ACTIVISION: CALL OF DUTY REVEAL MICROSITE

CLIENT
ACTIVISION

ROLE
Fullstack Dev, Design,
WebGL, DevOps

Droplab built a reveal microsite for the new Call of Duty: Black Ops 6 game as the hub of a large integrated digital and OOH marketing campaign.

The experience features a fully functional 90s analog tv with realtime webgl effects for authentic static, on screen displays, and working physical buttons. A collection of hidden easter eggs were rolled out to really engage fans of the franchise.

The website received over 500,000 visitors on launch day and was a top trending search on twitter.

VISIT

CALL OF DUTY
BLACK OPS 6



HBO: HOUSE OF THE DRAGON MICROSITES

CLIENT
HBO

ROLE
Fullstack Dev, 3D, WebGL

Droplab built 3 feature sites to artfully guide fans through the rich and complex world of House Targaryen set 200 years before the events of Game of Thrones. A WebGL powered Character Guide/Family Tree, an interactive Map of Westeros, and a Dragon Index.

All three sites were built on top of a custom data pipeline that allowed turnkey time locked content updates to be done from various stakeholders with built in safeguards to prevent any episodic content to be published prior to it's episode airing. A 2023 Webby, and Promax Awards Winner.

VISIT

HBO ORIGINAL
GAME OF THRONES
HOUSE OF THE DRAGON



PROMAX Awards
GOLD WINNER



WEBBY AWARD
WINNER



HBO: PEACEMAKER INTERACTIVE TRAILER MICROSITE

CLIENT
HBO

ROLE
Fullstack Development,
WebGL

Droplab built an interactive "trailer" microsite to promote the launch of Max's popular series, Peacemaker.

The site featured a custom compositing/syncing system that weaved together green screen footage with an interactive environment featuring numerous "in-world" animated, clickable elements across multiple scenes.

The microsite's innovative approach to promoting the show earned recognition with Gold and Silver Promax awards across multiple categories and was a Clio Award finalist.

[VISIT](#)

DC
PEACEMAKER



PROMAX Awards
NORTH AMERICA
GOLD WINNER



PROMAX Awards
NORTH AMERICA
SILVER WINNER



CLIO
AWARDS



MUSIC LABEL & LICENSING PLATFORM

CLIENT
Industry Music

ROLE
Fullstack Development,
Headless CMS, AWS

Droplab engineered a custom music licensing and artists label platform on an industrial strength micro-services headless architecture (GraphCMS, Next.js, Algolia, Fauna, Auth0, AWS/Serverless, Transloadit, Vercel).

Through the use of a customized CMS layer, a serverless audio processing pipeline, and a carefully thought-out build strategy, we've empowered the client with fine-grained content control and blazing fast site performance.

VISIT



PEANUTS A/R FILTERS

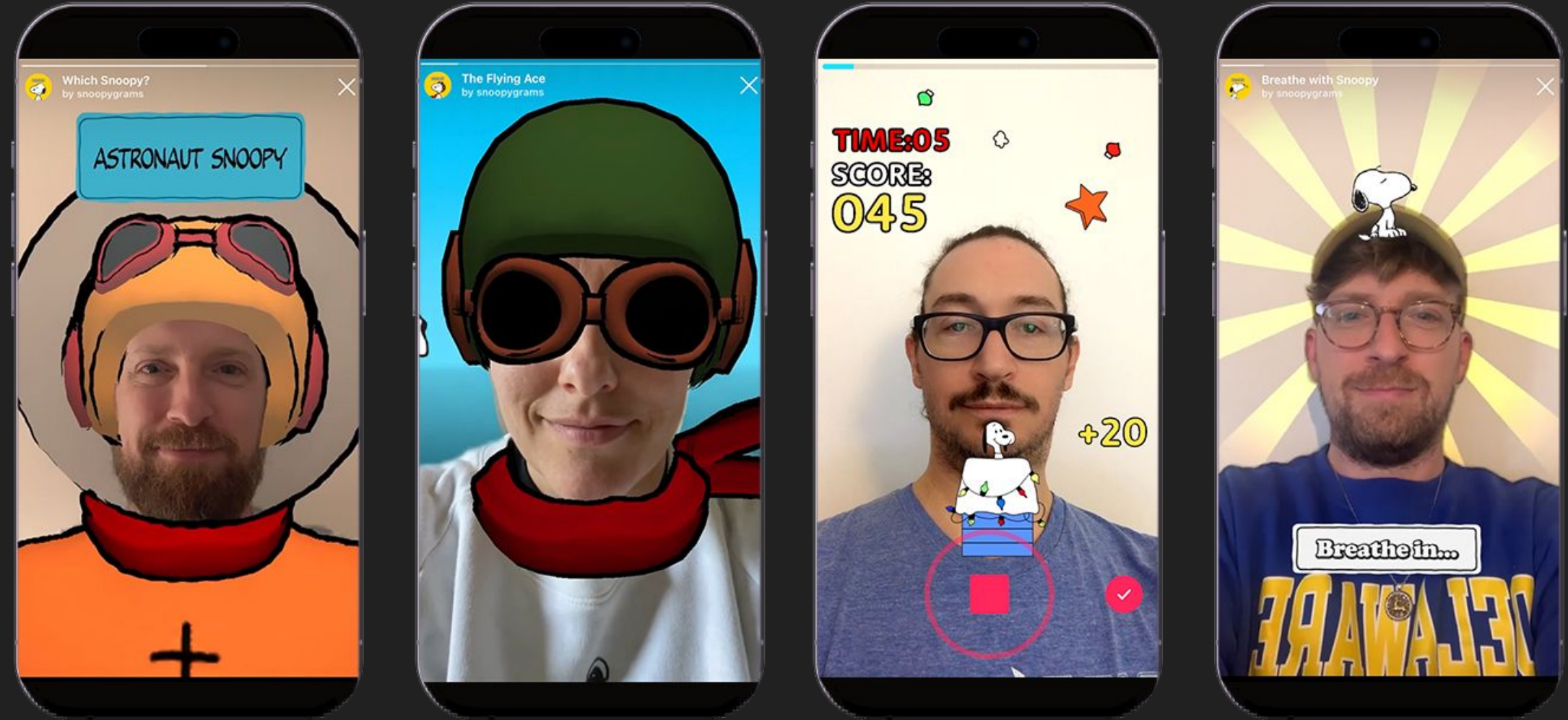
CLIENT
Peanuts

ROLE
AR, 3D + WebGL

Droplab was tapped to build a suite of A/R filters for the peanuts brand, that spread like wildfire as user's enjoyed interacting with a beloved franchise.

From a "Which Snoopy Are You?", to zooming through the skies as a Flying Ace, or helping Snoopy decorate his dog house for the holidays and lastly taking a moment of mindfulness to "Breathe" with Snoopy. User's couldn't get enough of them.

[VISIT](#)



PEANUTS



PEPSI INTERACTIVE DATA PRODUCTIONS VISUALIZER

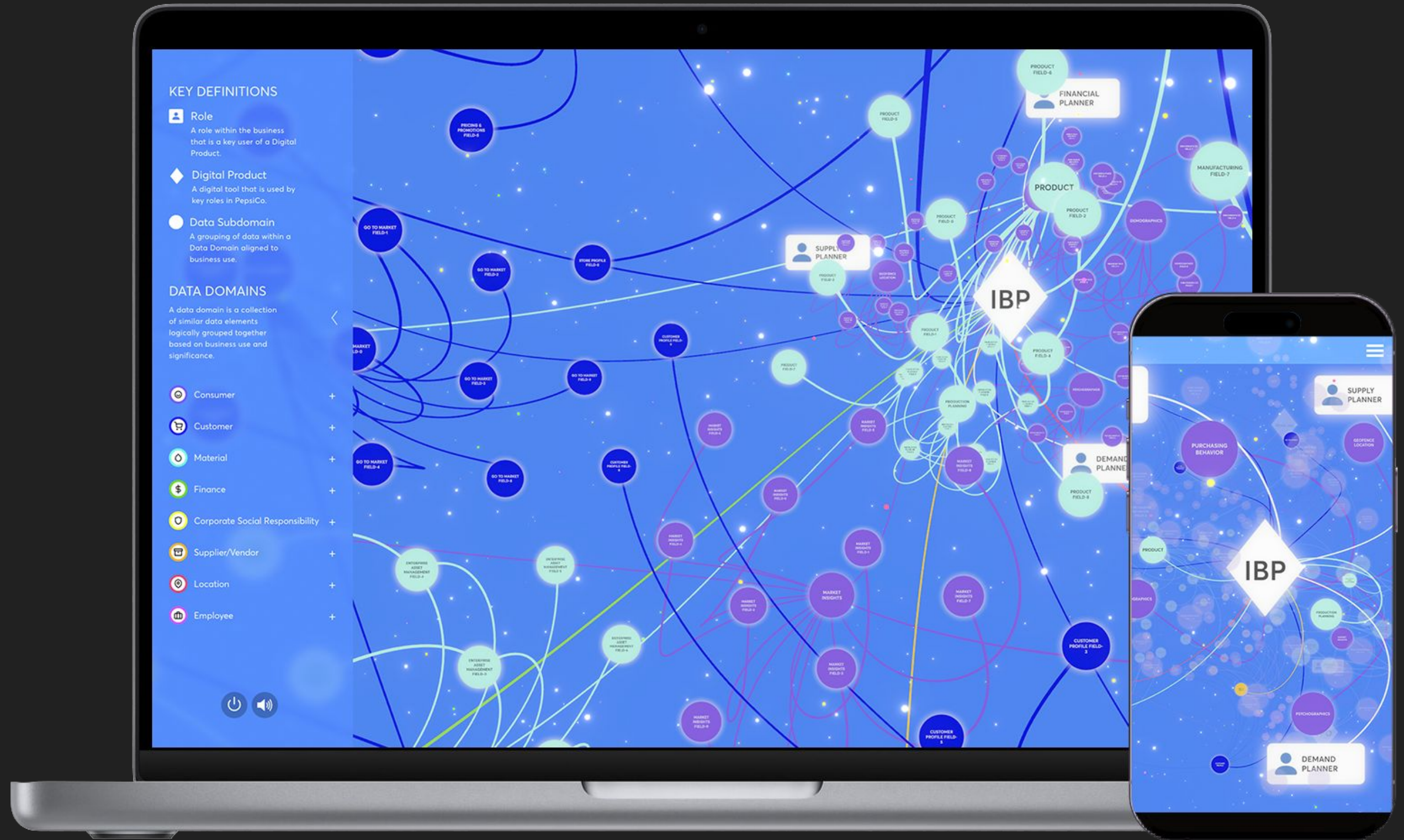
CLIENT
Pepsi

ROLE
Fullstack Dev, WebGL, CMS

An Interactive 3D WebGL data visualizer running on a video wall for a Pepsi conference that maps out how data, processes, products, and people are all interconnected in the Pepsi ecosystem.

The experience features ambient animations, camera fly-throughs, music and sound effects to deliver a pleasant and informative user experience. All data in the experience is powered by a custom content management system.

Visit



SPOTIFY: TODAY'S TOP HITS MICROSITE

CLIENT
Spotify

ROLE
Fullstack Dev, DevOps

Droplab engineered a bespoke Spotify fan experience to find out how you measure up as a "Super Fan" of your favorite artists against other Spotify users. The site aggregated your listening history into an engaging and stylized parallax horizontal scrolling experience with dynamically built shareable "cards" for each user and artist they love.

The site served millions of page views, was rolled out across 7 different languages simultaneously and had over 100,000 shares within the first week.

VISIT



NETFLIX: STRANGER THINGS MICROSITE

CLIENT
Netflix

ROLE
Fullstack Dev, Video Compositing Pipeline

Droplab was tapped by Netflix to build a fun interactive microsite to allow users to see what they would look like in the Upside Down.

A custom video pipeline was built to take a user's photo, and layer in all the visual and sound effects to create a shareable video.

Over 22,000 videos were created leading up to the premiere of the show

[VISIT](#)

STRANGER THINGS



STACKWELL CAPITAL WEBSITE

CLIENT
Stackwell Capital

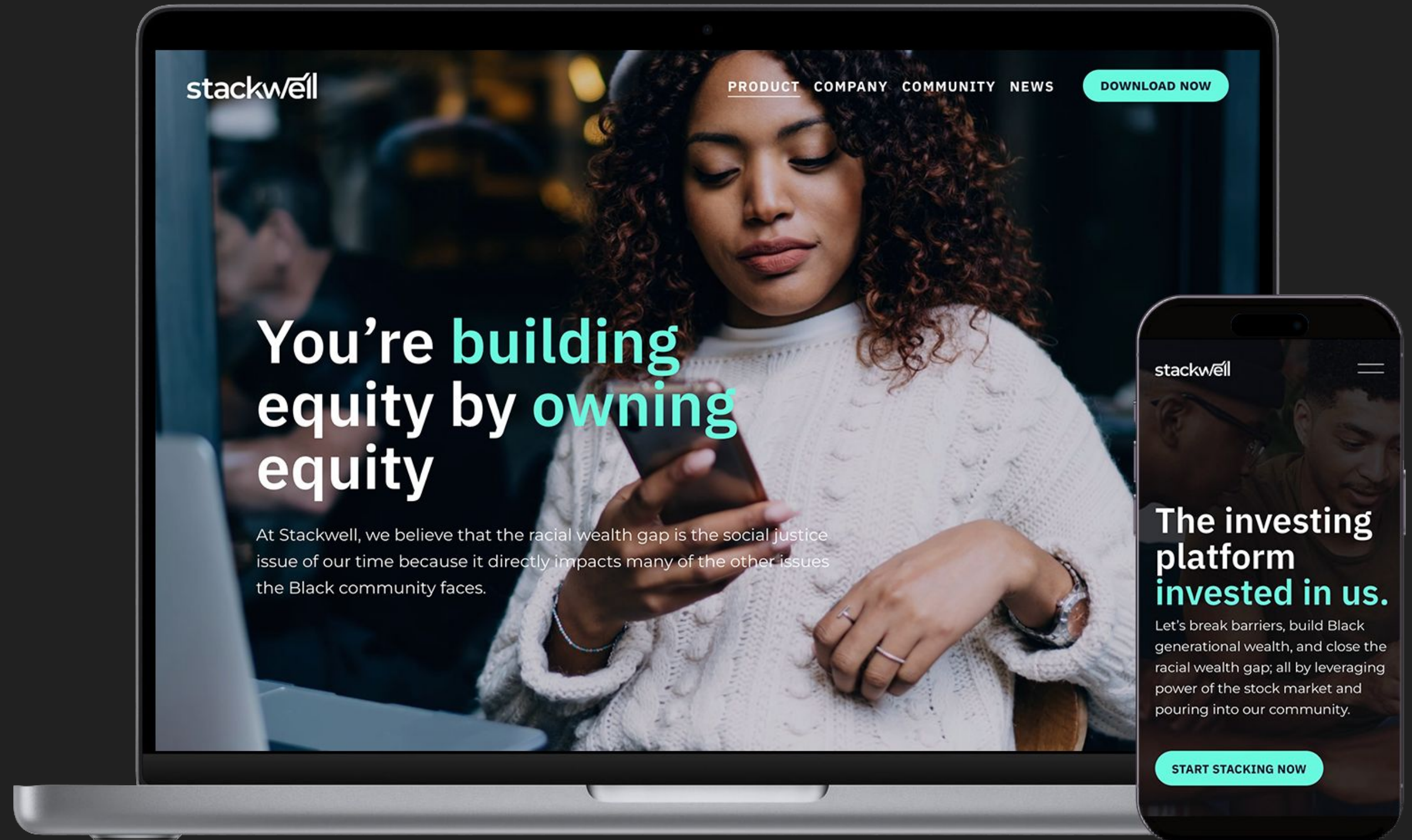
ROLE
Frontend Development, CRM

Official site of the Stackwell Capital investing platform that is breaking down barriers and helping to close the racial wealth gap.

The site was heavily customized SquareSpace build with custom CRM integrations.

VISIT

stackwell



BOOK TOWER HOTEL WEBSITE

CLIENT
Bedrock Detroit

ROLE
Fullstack Development

Droplab built a website for a new high end luxury hotel in Detroit, that draws attention to it's architectural decadence through a clean and elegant UI.

Visit



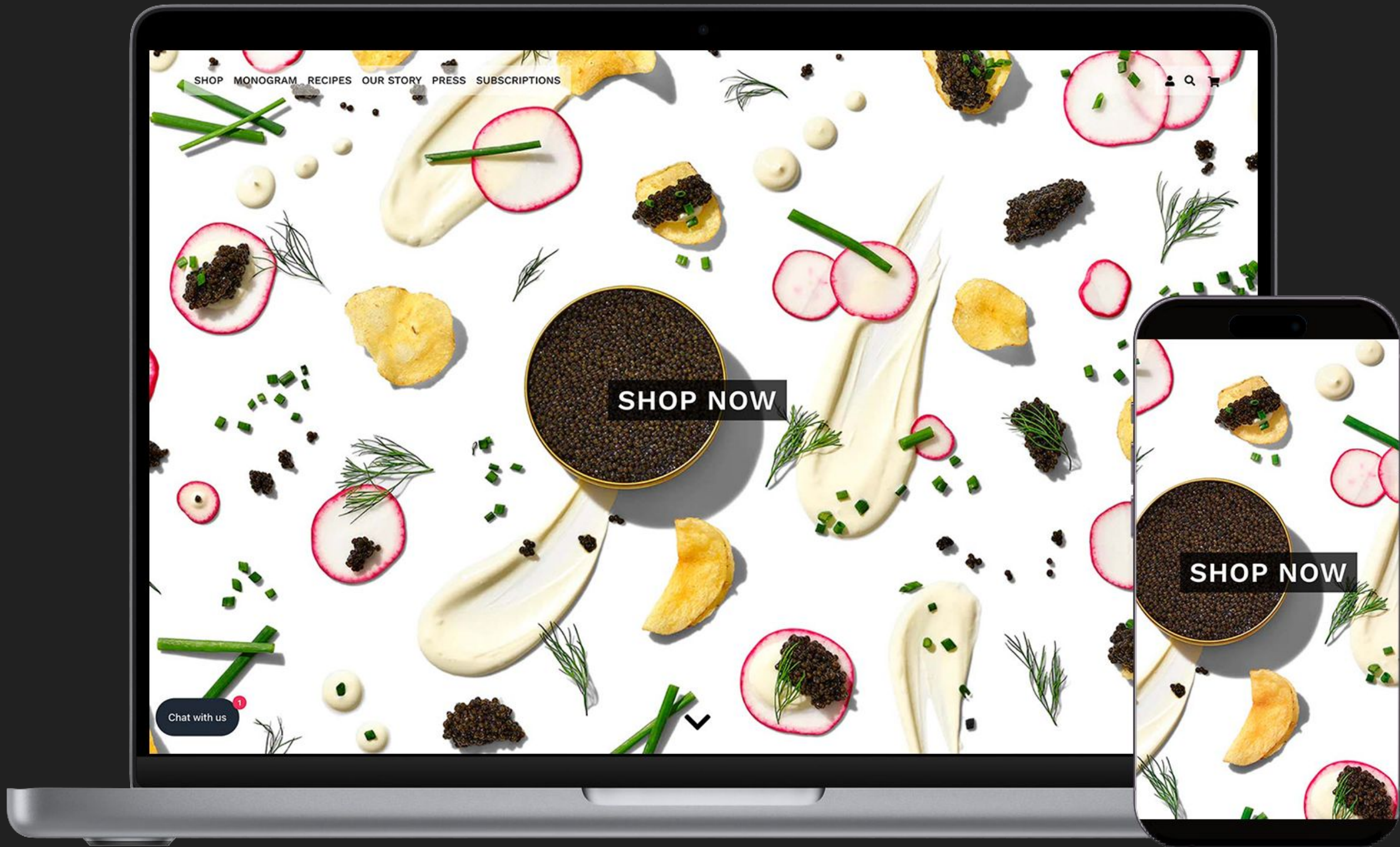
ROE CAVIAR SHOPIFY SITE + PLUGINS

CLIENT
Roe Caviar

ROLE
Fullstack Dev

A custom shopify skin with custom plugin integrations for gifting and order process delivery scheduling..

[Visit](#)



KNOWN AGENCY WEBSITE

CLIENT
Known

ROLE
Fullstack Development, CMS

Droplab engineered a headless, Sanity-powered website for the award winning branding and creative agency, Known.

VISIT

Known



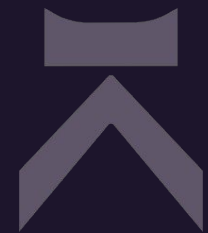
PROJECT KYZEN MICROSITE

CLIENT
Impact Theory

ROLE
Fullstack Dev, 3D,
WebGL

Official site of the futuristic Web3 blockchain game: KYZEN. Featuring animated interactive 3d models

VISIT





THANK YOU!

AT DROPLAB, WE COMBINE STRATEGY, DESIGN, AND TECHNOLOGY TO CREATE
DIGITAL EXPERIENCES THAT ARE BEAUTIFULLY CRAFTED, TECHNICALLY
RIGOROUS, AND BUILT TO MAKE AN IMPACT.

Los Angeles, CA

Barcelona, SP

droplab.com

hello@droplab.com

323-776-3633