

# Gustavo Rodrigues

## SENIOR INTERACTIVE DEVELOPER

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## ABOUT ME

Hi. My name is Gustavo Teider Rodrigues. I am a **Creative Developer** based in London, UK. I've been working in the web industry for over **14 years**.

During the first three years of my career, I worked in Brazil as an all-round web developer, where I had the opportunity to work on projects for clients such as **HSBC, Coca-Cola**, Usina de Itaipu and Boticario.

I moved to the UK in 2007, where i started specialising as a Flash Developer. Since this time, I've worked with some real talents producing some very creative projects where i worked for clients such as Ford, Ferrari, BT, Intel, Nokia, P&G, Vauxhall, Shell and many others.

In 2012 I have decided that I must be specialising in front end technologies as Actionsript/Flash projects aren't that needed anymore. The move from one technology to another was very smooth.

I've been freelancing for over **6 years** now and have worked for several well-known agencies such as **Ogilvy UK, VML London, Wunderman, VCCP, Imagination, Iris-Digital, Digitas, GreenRoom Momentum** and many others.

In my last role I was **Tech Lead at VCCP** where I was responsible for scoping, prototyping, coding and managing the developers assigned for the project.

I also have some clients in Brazil which I am the managing director of the account, responsible for client-services, prototyping, UX, design, development and QA.

I am able to translate technical terms into terms that people from other areas could understand and i'm an easy-going interactive designer/developer that combines the skills of a professional coder with a design sensibility.

I have extended experience in building interactive **websites, web apps, hybrid mobile apps, HTML5 banner Ads using DoubleClick FlashTalking and Sysmek.**

## TECHNICAL SKILLS

- ! Front End Development
- ! CSS3 , CSS , Less , Sass
- ! HTML5 , HTML4
- ! Javascript, Node, Phaser, Pixi, TweenMax, Three JS
- ! Intermediate knowledge on Angular JS
- ! Gulp, Bower, Grunt

- ! Responsive Web Design
- ! Intermediate knowledge on Phonegap
- ! CQ5 Front End Integration
- ! Strong knowledge on mobile apps using Adobe Air
- ! Leap Motion Development
- ! Object Oriented Programming for websites and interactive applications.
- ! Actionscript2, Actionscript3
- ! Pure MVC
- ! Megaphone ( Framework to interact telephones and websites )
- ! Facebook Development
- ! Google Apps Development
- ! DoubleClick , Flash Talking rich-media components
- ! PHP, MYSQL
- ! Google Analytics
- ! EnMasse – Instant interactivity System. Ie: Television with website.ter rich-media components

## MANAGEMENT SKILLS

- Project Management
- Team Management
- Experience in defining deadline and technologies to be used
- Expertise on integrating briefing, technical team and creative work process
- Good relationship with the team, great humour and determination.

## LANGUAGES

- Português – Native Language
- English – Fluent
- Spanish – Intermediate

## PORTFOLIO

### **Banner Ads – Interactive Displays**

I have built many banners in my life, no matter which technology but banners have always been a part of my tasks. The display ads below are made using HTML5, CSS3, Javascript, TweenMax.

O2 Tinder Cat - <http://bit.ly/23813AQ>

O2 Christmas - <http://bit.ly/1XeGnjN>

O2 January Sales - <http://bit.ly/1RZuboJ>

O2 Why Choose - <http://bit.ly/1RW9zdX>

Agency: **VCCP London** - [www.vccp.co.uk](http://www.vccp.co.uk)

Technologies: HTML5, CSS3, TweenMax , Grunt, Node , Sass

Role: Lead Front End Developer

Date: 04/2015 to now

Link: [OFF LINE APP \( Files on Request \)](#)

## **O2 Rugby World Cup – Interactive Displays**

O2 Rugby World Cup is a project that displays dynamic real time information throughout Billboards in England ( ie: Waterloo Station, Stadiums, Shopping Malls, etc ) about how England is going on Rugby World Cup. The data is dynamically updated every time a new change is made on their CMS.

They were able to change the order of players ( feature Man of the Match for example ), display results, tweets, positive and encouraging messages.

I was responsible for scoping, prototyping and building the structure and create the animation scheme for every screen.

Agency: **VCCP London** - [www.vccp.co.uk](http://www.vccp.co.uk)

Technologies: HTML5, CSS3, TweenMax, Actionscript

Role: Lead Front End Developer

Date: 06/2015 to 08/2015

Link: [OFF LINE APP \( Files on Request \)](#)

## **EasyJet Gatwick Screens – Interactive Screen**

Easyjet Gatwick is a project that displays information such as numbers of planes in air, number of passengers, amount of check inn today and other information about **EasyJet real time Live data**. I was responsible for scoping, prototyping and building the structure and create the animation scheme for every screen. The data is dynamically updated every time a new change is made on EasyJet servers.

Agency: **VCCP London** - [www.vccp.co.uk](http://www.vccp.co.uk)

Technologies: HTML5, CSS3, TweenMax, Actionscript

Role: Lead Front End Developer

Date: 08/2015 to 09/2015

Link: [OFF LINE APP \( Files on Request \)](#)

## **Oficial Premier League – Mobile Website**

I was responsible for rebuilding the front end of the official Premier League Mobile Site. This project was made using HTML, Compressed Javascript and CSS3.

I had to implement the pages i've built into Adobe CQ5 Framework.

Agency: **VML London** - [www.vml.co.uk](http://www.vml.co.uk)

Role: Front End Developer

Date: 12/2013 to 02/2014

Link: <http://m.premierleague.com/en-gb.html>

## **Channel 4 - The Bank Job**

The Bank Job is a TV program that allows competition between people who answer questions in order to win prize money. Through the website, the person is challenged to answer the same questions that the players who are playing live. The site also offers possibility surprise score and enter the online participant in the overall ranking of the program. Project developed in Actionscript3, JavaScript and PHP with the technology of sending and receiving instant messages using Enmasse.

Agency: **Monterosa Productions** - [www.monterosa.co.uk](http://www.monterosa.co.uk)

Role: Lead Developer

Date: 11/2011 - 12/2011

Link: <http://cache.channel4.com/programmes/the-bank-job/articles/head-to-head>

## **Epson – Calculadora Sublimática**

When Epson contacted me , they had an idea of creating a calculator where Sublimation Company owners could calculate how much they could save in the long term using their products. The project was built in HTML, using jQuery, Ajax and CSS3.

Agency: **gugateider LTD** – [www.gugateider.com](http://www.gugateider.com)  
Role: Lead Developer  
Date: 02/2014 - 03/2014  
Link: <https://epsonstars.com/calculadorasublimatica/>

### **Dave - Argumental**

Responsible for developing actionscript and project coordination. Argumental is a TV show where two stand-up comedians compete for votes from the audience and also votes of website users. The website interacts with Twitter and Facebook and the game has interactivity with the original broadcast of the program in real time.

Agency: **Monterosa Productions** - [www.monterosa.co.uk](http://www.monterosa.co.uk)  
Role: Flash Developer  
Date: 11/2011 - 12/2011  
Link: <http://joindave.co.uk/argumental>

### **Talk Mobile – Mobile Moments**

Responsible for developing actionscript and coordination of technical and creative design. Mobile Moments was created so that users could tell, through the cell, what were the most important moments of their lives. Using Facebook, you told a story that could be voted on, read and shared through the website. Success in interactivity, usability and genial membership website today is the case Talk Mobile company.

Agency: **Green Light Research** - [www.greenlightdigital.com](http://www.greenlightdigital.com)  
Role: Lead Flash Developer  
Date: 08/2011 - 10/2011  
Link: <http://www.mobilemoments.co.uk/>

### **Intel – Treasure Hunt**

Responsible for developing actionscript and coordination of the technical project. Intel Treasure Hunt is a campaign via Facebook in four stages. Each week, a new challenge has been published and users aimed to rescue the captured Eva. Interaction via webcam, games and interactive mobile.

Agency: **OOSOCIAL** - [www.oosocial.com](http://www.oosocial.com)  
Role: Lead Flash Developer  
Date: 04/2011 - 06/2011  
Facebook Page: [http://www.facebook.com/IntelUK?sk=app\\_143133239091263](http://www.facebook.com/IntelUK?sk=app_143133239091263)  
The Hidden Knowledge: <http://www.the-hidden-knowledge.com/>  
Security Corp: <http://www.abc-security-corp.com/>  
Remote Lock Picker: <http://www.remote-lock-picker.com/>  
Track Your Vehicle: <http://www.track-your-vehicle.com/>

### **Ford F150 Tough Truck Wars - Interactive Game**

I was lead Flash developer on this project where we had to create a game that could be played in the Auto Car Show. The game consists in a dynamic Quiz where there's teamA using a computer, teamB another and the MainScreen on the wall. The expectations can also play by using their mobile phones.

The application was built in Actionsript3, MVC Framework, Flash Media Server and Megaphone.

Agency: **IMAGINATION** - [www.imagination.com](http://www.imagination.com)

Role: Lead Flash Developer  
Date: 10/2010 - 02/2011  
Link:

### **Ford Mondeo – Interactive Table**

I was responsible to built a Flash application that could read the data from the serial port. The device we've had to work on, it's a device embedded in a miniature of the Ford Mondeo car made in acrylic. The idea was when you spin the mini car, the car on the screen would also spin, if you leave it idle for 1.5 seconds, it opens the current content of the particular section.  
The application was built in Actionscript3 and MVC Framework and python.

Agency: **IMAGINATION** - [www.imagination.com](http://www.imagination.com)  
Role: Lead Flash Developer  
Date: 09/2010 - 10/2010  
Link:

### **Ferrari – La Galleria – AIR Application**

I was responsible to built a touch screen AIR application to be hosted at La Galleria Ferrari in Maranello. The application contains 4 sections multi language with videos, subtitles and vectors interactivity with the user.  
The application was built in Actionscript3 and MVC Framework.

Agency: **IMAGINATION** - [www.imagination.com](http://www.imagination.com)  
Role: Lead Flash Developer  
Date: 05/2010 - 08/2010  
Link:

### **John Lewis Harmony**

I was responsible for the build of the music functionality of the website. With this website, you can play any music you wish through the player.  
The website was built in Actionscript3 and MVC Framework.

Agency: **STEAK DIGITAL** - [www.imagination.com](http://www.imagination.com)  
Role: Lead Flash Developer  
Date: 10/2010 - 11/2010  
Link: <http://www.johnlewisharmony.com>

### **VXR Homepage Refresh**

I was responsible for the re-build of the existing website of the Vauxhall VXR.  
The website has built in Actionscript3 and every information is dynamic.

Agency: **DIGITAS** – [www.digitas.co.uk](http://www.digitas.co.uk)  
Role: Lead Flash Developer  
Date: 11/2008 - 03/2009  
Link: <http://www.vxr.co.uk/>

### **Ericsson Winning Proposition**

Actionscript development of the flash application in the top of the website.  
This project has been built in AS2.

Agency: **DIGITAS LONDON** – [www.digitas.co.uk](http://www.digitas.co.uk)

Role: Flash Developer  
Date: 05/2008 – 09/2008  
Link:

### Vauxhall Insignia

Actionscript development and management of the new functionality of the website.  
This project it was built in AS2.

Agency: **DIGITAS LONDON** – [www.digitas.co.uk](http://www.digitas.co.uk)  
Role: Flash Developer  
Date: 05/2008 – 09/2008  
Link: [Vauxhall Insignia website](#)

## PROFESSIONAL EXPERIENCE

- ! **Company:** Gugateider LTD  
**Website:** [www.gugateider.com](http://www.gugateider.com)  
**Date:** 03/2010 to current  
**Occupation:** Director  
**Line-Manager:** Gustavo Rodrigues
  
- ! **Company:** iSee retail Experts  
**Website:** [www.isee.com.br](http://www.isee.com.br)  
**Date:** 04/2012 to 09/2013  
**Occupation:** **Technical Director**  
**Line-Manager:** Gustavo Rodrigues
  
- Company:** Digitas UK  
**Website:** [www.digitas.com/uk](http://www.digitas.com/uk)  
**Date:** 04/2008 to 03/2010  
**Occupation:** Flash Developer  
**Line-Manager:** Fame Razak
  
- ! **Company:** Crayon London Direct Advertising  
**Website:** [www.crayonlondon.com](http://www.crayonlondon.com)  
**Date:** 05/2007 to 04/2008  
**Occupation:** Web Developer  
**Line-Manager:** Chris Michael
  
- Company:** IMAM Branding & Design (Brazil)  
**Website:** [www.imamdesign.com.br](http://www.imamdesign.com.br)  
**Date:** 09/2006 to 04/2007  
**Occupation:** Web Developer  
**Line-Manager:** Helisson Schiavinato
  
- ! **Company:** Midiaweb Interactive Agency (Brazil)  
**Website:** [www.midiaweb.com.br](http://www.midiaweb.com.br)  
**Date:** 09/2004 to 08/2006  
**Occupation:** Flash Developer  
**Line-Manager:** Flavio Vidigal
  
- ! **Company:** Freelancing (Brazil)  
**Website:** [www.gugateider.com](http://www.gugateider.com)

**Date:** 11/2003 to 07/2004  
**Occupation:** Web development mainly working with Flash

! **Company:** Marknet Web Solutions (Brazil)  
**Website:** [www.marknet.com.br](http://www.marknet.com.br)  
**Date:** 12/2002 to 11/2003  
**Occupation:** Web development mainly working with Flash  
**Line-Manager:** Marciano Zanatta

## EDUCATION

! **University:** Opet  
**City:** Curitiba – PR – BRAZIL  
**Date:** 2003 to 2007  
**Course:** Degree in Web Design And Technology