GON FERNANDEZ

FREELANCE FRONT-END/INTERACTIVE DEVELOPER
CREATIVE TECHNOLOGIST

MOBILE
Upon request

EMAIL
gon@gonfernandez.co.uk

PORTFOLIO
gonfernandez.co.uk

LOCATION
Surbiton, KT6

SKILLS

- React, Vue, JavaScript, TypeScript, Redux, GreenSock, jQuery
- HTML5, CSS, Tailwind, Styled Components, SCSS
- Vite, Node, Webpack, Git version control, SVN
- Game and Physics Engines, Box2D, ImpactJS, PixiJS, MatterJS
- e-Learning, SCORM, Adobe Connect
- DoubleClick, Google Web Designer, Celtra, AMP Stories

- OOP & Design Patterns
- Gaming concepts (particle effects systems, pathfinding, AI, physics, world building, etc)

- Adobe Animate, Air, Flash, AS3, publishing native apps
- Photoshop, Illustrator & AfterEffects

EDUCATION

1993 - 1997

COMPUTER ORIENTED EXPERT ACCOUNTANT

Sta. Teresa del Niño Jesus

A-LEVELS EQUIVALENT
Computer Science (A*)
Mathematics (A*)
English Language (A*)
Art (A)
Physics (A)

REFERENCES

Upon Request

PERSONAL SUMMARY

I am a hardworking interactive front-end and web developer with over 16 years experience in the advertising industry and over 25 years programming experience. I believe in building accessible, highly-usable, well-documented and attractive SPAs, websites and microsites; online and mobile games; complex interactive banners; DOOH and experiences using the most appropriate tools and processes.

I consider myself a lateral-thinking individual with a meticulous eye for detail and I am capable of working under pressure on my own or as a strong positive member of any team. I have excellent communication skills, able to explain complex scenarios concisely and simply both in English and my native Spanish.

Furthermore I can help with a project from conception, advise on feasibility, write detailed technical specs, choose technologies to use, provide estimates for scopes of work and build prototypes.

WORK EXPERIENCE

QUANTCAST [SEE IT LIVE]
Freelance Front-End Developer

Apr-2024 - Sep-2024

I was given the opportunity to help Quantcast with the launch of their new Marketing website to coincide with their company rebranding. I was the sole developer for the site's front-end and was in charge of the integration with the CMS (Builder.io).

I created dozens of components, some generic; some very bespoke; some animated; some interactive - from carousels and filtered galleries to forms and slideshows, for the Marketing team to use as building blocks for the different pages, as well as providing documentation and support on the platform.
Stack: React, TypeScript, SCSS, Builder.io, Framer Motion

DREAMTEK
Freelance Interactive Front-End Developer

Sep-2023
Jul 2021 - Dec 2021

I designed and developed 2 different learning and assessment "Pods" to live in Adobe Connect for Jaguar/Land Rover. The Pods included interactive charts and various multiple choice elements with light up graphics and full-screen background videos to accompany them. The purpose for the first part of each module was to teach the user about different technology or refresh their memory to prepare them for the quiz. Once the quiz was done, a comprehensive collection of the results would be shown on screen for the meeting host to assess.
Stack: Vite, React, TypeScript, Tailwind

Another project got me creating a whole platformer game for The Volkswagen Group - from design and old-school pixel graphics; to level design, programming and QA in a very tight deadline.
Stack: Vanilla JavaScript, **PixiJS** (canvas rendering), **MatterJS** (in-game physics)

- Gaming, both playing and creating
- Escape Rooms
- Web apps and e-Learning
- Digital out of home
- Responsive web design
- Augmented Reality
- Artificial Intelligence
- Films and Comic Books
- Softball and Gymnastics

AWARDS

2017

Royal Air Force: Sound Skills

- **D&AD** - Wood Pencil in Sound Design & Use of Music for Digital Marketing

2015 - 2016

Women's Aid: Look at Me

- **The Drum Marketing Awards** - Chairman's Award / Digital Strategy of the Year Winner
- **Cannes Lions** - Silver Lion in Cyber Lions / Gold Lion in Outdoor Lions
- **D&AD** - Wood Pencil in Use of Outdoor / Wood Pencil in Use of Interaction
- **Clio Awards** - Silver in Out of Home
- **BIMA Awards** - Grand Prix / Best in Public Life / Best in Location category
- **Media Week Awards** - Silver in Media Idea
- **Festival of Marketing Awards** - Outdoor and Location Based Advertising Winner / Charities and Non-Profit Winner
- **Shots Awards** - Silver in Charity Campaign of the Year / Silver in Best Use of Outdoor
- **OBIE Awards** - Gold OBIE Winner, International Category
- **Outdoor Planning Awards** - Highly Commended in Best Use of Innovation
- **Marketing Week Awards** - Marketing for Society / Best Use of a Small Budget
- **FEPE** - Winner of the Creative Award

2012

Royal Marines: Green Ops

- **BIMA Awards** - Best in Games

WORK EXPERIENCE (CONTINUED)

THE MARKETING STORE / TMS
May 2022 - Mar 2023
Freelance Creative Technologist

I was called to help across several projects, mostly for McDonald's. The most significant (and fun!) being coming up with ideas for 9 different and unique online games based around the "I Can" series of books which were to be included with the Happy Meals.

I scamped concept options and presented them to the client, then developed on top of the chosen ones writing technical specs; briefing designers, illustrators, sound engineers, motion designers and developers; following each game from conception up to deployment. I worked closely with the accessibility team and user testing making sure the final products met the highest standards, always taking into account budgets and specific market needs, as it was a global project.

DREAMTEK
Mar 2021 - May 2021
Sep 2020 - Oct 2020
Freelance Interactive Front-End Developer

I created and designed several (over 35!) interactive e-Learning modules both for **SCORM** and **Adobe Connect**, for clients including Jaguar/Land Rover and Bentley.

All the modules were different, and each had their own quirks - from dragging and dropping items to their correct places in the correct order; sorting cards; very specific hotspot navigations and video-based questionnaires to a fully interactive circuit board to teach people how to use a multimeter.
Stack: JavaScript, easelJS, Signals, TweenJS

KOFFEECUP
Nov 2020 - Feb 2021
Freelance Senior Front-End Web Developer

I was part of a team that was tasked to build the standard 2D version companion website for a full 3D experience for a big car company, and also the overlays triggered by the Unity side of it.

The site was to be used for the launch of a specific high-tech product during a famous convention, and it included a big video library accompanying the convention talks.
Stack: **VueJS**, **Gridsome**, **GraphQL**, **Bootstrap**, **SCSS** (following BEM conventions)
A second project for Procell (a Duracell brand) similar to the previous one, we built the front-end overlays for a Unity 3D environment
Stack: **VueJS, VueX, Gridsome, GraphQL**

BMB AGENCY
Oct 2020 - Nov 2020
Freelance Banner Developer

I came to the rescue to build several banners for a charity with different formats and iterations, on a tight deadline.
Stack: **JavaScript, TweenJS**

THE TELEGRAPH MEDIA GROUP
Jun 2019 - Apr 2020
Oct 2018 - Dec 2018
Freelance Front-End Web Developer

I created several interactive components for articles for clients like Halfords, Brother, Estée Lauder, Clarins, Visit USA, Dubai, Belize and Vodafone, and styled some existing ones to conform to the different branding and designs.
Stack: **VueJS, SCSS**
I also helped with maintenance of of some **ReactJS** apps, and developed some **AMP** Stories.

SOCIALLY BRIGHT
Freelance Interactive Front-End Developer

Mar 2019 - May 2019

For a [REDACTED] government agency I created a game to help them find new recruits, with different timed challenges and a scoring system. I helped from conception and ideas, and built the fully responsive game.
Stack: Vanilla JavaScript, CSS animations, JQuery
A second project found me creating an animated infographics video using **AfterEffects**, based on static slides.

CLOUD AND COMPASS FOOTFALL / THUNDERBOLT
Freelance DOOH Front-End Web Developer

Mar 2019

Using the VIOOH CDK I created templates and final DOOH campaigns displayed all around Westfield Stratford; for VUE cinemas using API real-time movie data and for Costa using footfall API data to display different content based on how busy the surrounding areas were.
Stack: VueJS, SASS, Lodash, MomentJS, **WebPack**

JCDECAUX DYNAMIC / VIOOH
Freelance DOOH Front-End Web Developer

Nov 2017 - Jul 2018

I was in charge of creating all dynamic campaigns created for their SmartContent platform. All in all I built dozens of different dynamic campaigns using, targetting weather conditions, location, time of day, airport and train stations data, etc, for brands like Chanel, Bacardi, Evian, Unilever, Mars, Ribena, Oxford street and Sky amongst others.
Stack: VueJS, SASS, Lodash, MomentJS, **WebPack**
I also helped out maintain and fix bugs on the front-end for the **ReactJS** platform itself as well.

ICP
Freelance Banner Developer

Jan 2019 - Feb 2019
Oct 2017 - Nov 2017

I created many HTML online banners and templates mostly for Diageo sub-brands and Calvin Klein, for use on DoubleClick and standalone, and in several formats and languages.
Stack: HTML5, JavaScript, CSS animations, GreenSock

THE TELEGRAPH MEDIA GROUP
Freelance Web Developer

Sep 2017 - Oct 2017

I created a web app featuring an interactive body map with hotspots to identify possible health warnings, to be part in an article. I also helped with several maintenance tasks across their existing platforms.
Stack: HTML5, JavaScript, JQuery, GreenSock

THE MARKETING STORE / TMS
Freelance Developer

Feb 2019
May 2017 - Aug 2107

I created an e-Reader app to be installed on over 4,000 tablets across 2,000 McDonald's restaurants in the UK - kids could sit down on the designated restaurants, open the app, browse through the gallery of the latest books, and choose the one they want to read.
Stack: Adobe Animate, ActionScript 3

GRAND VISUAL
Freelance Front-End Developer

Apr 2017 - May 2017

I built the DOOH campaign to launch YouTubeTV in the US, which involved creating over a dozen different banners to be displayed in major cities across America, which had content that changed dynamically based on area traffic, weather and location. After finishing that they tasked me to create another campaign for National Geographic to be displayed in Times Square.
Stack: HTML5, JavaScript, jQuery, GreenSock

WCRS
Apr 2007 - Dec 2016

Senior Front-End Developer & Creative Technologist

In my almost 10 years in WCRS I was a founding member and pivotal cornerstone of the Tech Team - being part of the Creative Technology department I worked closely with Project Managers, Creatives, Designers, Social Media, Account Managers, and almost everyone in the office to efficiently help deliver projects in time and form, from concept to production.

I have worked on everything from Flash and HTML banners to full-on online games, and from experiential installations to eye-tracking DOOH billboards. The clients I have worked with include Sky, Santander, Warburtons, Churchill and the RAF.

Stack: HTML5, JavaScript, jQuery, GreenSock, Adobe Flash/Animate, ActionScript 3

Responsibilities
- Hand-coded development (front-end, web and non-web tech)
- Creative thinking and brainstorming, concepting and prototyping
- Estimating project timings
- Technical consultancy for the agency and helping Creative Teams
- Writing technical and functional specification documents
- Researching and identifying new technologies and their possible applications

Example projects
- **Women's Aid: Look At Me** - This multi-award-winning digital out of home project used facial recognition to help members of the public "heal" the face of a domestic abuse sufferer. I was the lead developer, building it all from scratch in Flash and AS3, and communicating with Ocean Outdoor to ensure a smooth integration with their facial recognition technology across several of their billboards all over the UK.
- **RAF: Sound Skills** - The Royal Air Force tasked us to create the ultimate test for people that want to apply as a linguist. We mixed compelling video with hard-to-hear audio for the applicants to try and decypher what's been said. All built in HTML5 and JS, video preloading was crucial for this project as long as the ability to play inline on iOS devices, all this ensuring the product delivered conformed to government standards.
- **NowTV: Westworld** - To launch the first season of Westworld in the UK we created an interactive video experience in which the user had to answer questions in order to get a result video at the end based on their answers. I was in charge of creating the microsite myself, which was done in HTML5 and JavaScript, used video preloading to ensure a smooth experience throughout and played video inline even on iOS devices.
- **NowTV: The Walking Dead #SaveThemNow** - Just in time for the 7th season to premiere in the UK we were asked to create the first ever live stream across Facebook and Twitter of a web-based visualisation displaying real-time data taken from social media. I was tasked with the creation of the microsite which had to be solid to run through a week without disruptions, receiving the votes cast through social media and updating the leaderboard based on them, cycling through several videos and images, and showing personalised 'thank you' messages for the voters.
- **RAF: No Ordinary Job** - We created a hub for RAF to upload content like videos and images to promote that their job is not what people might think it is. I was the lead front-end developer for the site, using HTML5, JavaScript and discrete loading for all the content panels.
- **RAF: Operation X** - As part of the RAF Recruitment campaign, WCRS constructed an interactive video experience utilising both flat and 360 degree video on desktop and tablet environments. I was the one in charge of making the 360 video come alive, and coming up with the concept and creating the three minigames embedded through the experience. By the end of the project I was in charge of all the front-end, tasked with giving it the finishing touches and making sure it worked up to standards.
- **Royal Marines: Green Ops** - As part of their recruitment drive we came up with an interactive video experience in which the user would make decisions to see the story unfold. I was in charge of creating the game, ensuring that the video ran smoothly without interruptions all throughout, even up to the film director's standards. This project far exceeded the client's KPI's and winning an award in the process.
- **Subway: The Need for Feed** - We built something similar to Angry Birds for them with a twist, instead of destroying things your objective was to feed hungry customers before the time ran out. I worked closely with the creatives from conception and designing every single level. Using Box2D as the physics engine I created the game in Flash and AS3, plus an editor to easily create and modify levels.
- **Radox: Samba Beats** - I was tasked with creating a game in which the player had to tap on fruits falling off a waterfall following the rhythm of a bespoke samba track. I did it from scratch in Flash, and worked closely with the sound editor to achieve separating layers on the music track that would be turned on an off depending on the player's success.

INK CRITTER LTD [LINKS]

Owner and developer

My very own company to create games in my spare time, with three games successfully published for Android and two for iOs; and more to come.

Get Out!
The Get Out! series is a labour of love across many years - I originally published the first game, and the first half of the second game online and they had over 600,000 people playing them, and now I finished the second half of Get Out! 2! and a Remastered version of Get Out! and ported them for mobile. They are available both on the iTunes Store and Google Play for Android.

Pun Quiz
I created Pun Quiz from the concept to the illustrations (over 150 hand-drawn) to the development. The game is a rebus quiz, words are represented by combinations of pictures and individual letters. A bit like catchphrase, but more cryptic.