

ANTONIO GOMEZ

CREATIVE DEVELOPER

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PROFILE

Creative Developer with cross-disciplinary talents in bridging design and technical proficiency in web/mobile development for award-winning campaigns and leading interactive Advertising/Entertainment full-service agencies through out the San Francisco Bay Area. Specializing in advertising design and programming tools for creating fresh content and engaging functionality.

PROFESSIONAL EXPERIENCE

AD DESIGNER DEVELOPER

CBS INTERACTIVE – San Francisco, CA

CLIENTS: cbs.com / CBS Sports.com / CBS ALL-Access // 2015 - 2017

My role as an HTML5 Ad Designer/Developer is to work closely with project managers to design and build integrated campaign projects per technical specifications, best practices and branding style guides. Working from pre-hand coded CSS, JS and logic templates to executing Java Script-animated content using Adobe's Animate Canvas and Google's Double Click Studio tools for online content management in publishing interactive Rich Media Ad brands. My weekly responsibilities is to participate in project kick-off meetings to scope creative needs with project manager and sales to meet budget and timely deadlines. I enjoyed working with a small, but enthusiastic team of project managers, designers, lead developers, sales staff, quality assurance team and traffickers for CBSi's Creative Services Department. **CBSInteractive.com**

INTERACTIVE DEVELOPER

BLEU MARKETING SOLUTIONS – San Francisco, CA

CLIENTS: CISCO / INTEL // 2015

I enjoyed working with Bleu's creative digital production studio. My role as a developer is to work closely with the studio production manager, art director/designer, account and Quality Assurance team in programming (JavaScript behavior techniques ActionScript3) animation and resizing a series of ad banners from a master build to entirely develop a new concept per the designer's discretion, plus developing CSS for enhancing specific web html content, and Responsive Web Development E-mail projects to meet the client's high-quality technological and branding guidelines. **Bleumarketing.com**

ASSOCIATE CREATIVE DEVELOPER

AKQA.COM – San Francisco, CA

CLIENTS: VISA / GAP / TARGET / XBOX / NIKE // 2007 - 2014

As an Associate Creative Developer in the Creative Research Development Department I had an advantage in collaborating with talented individuals and teams on several of AKQA's groundbreaking advertising campaigns. I'm primarily responsible for development and animation for user-experience driven ad projects. More specifically, as an interactive production developer for responsive CSS landing pages, HTML5 & AS3 from standard to RichMedia ad banners. I use Interactive concepts, motion/animation, image and video compression, web optimization techniques. My core competencies include but not limited to ActionScript3, timeline, HTML /HTML5 / JavaScript / CSS for online content projects. **AKQA.com**

FLASH DEVELOPER

FREESTYLE INTERACTIVE – San Francisco, CA

CLIENTS: ELECTRONIC ARTS (EA) SPORTS // 2007

I had the privilege to work for one of the coolest and most innovative digital advertising agencies in gaming. The Best in EA Sports I Madden NFL I Tiger Woods PGA Tour and The SIMS. My role as a Flash developer, I worked closely with the lead Flash developer and project manager to create a series of Flash ad banners for resizing and coding based on the creative design concept while satisfying project deadlines. **Freestyleinteractive.com**

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THE THINK TANK – San Francisco, CA

CLIENTS: MARIOTT HOTELS / MSN // 2007

Integrated advertising marketing firm. My role as a Flash developer i created a strong series of animated, interactive Rich Media ad banners for both Mariott Hotels and MSN. Marriott Hotels & Resorts developed a high impact advertising campaign – Check-In and Plug-In to the future of guest room technology. Plus a case study to help showcase MSN “partnering for impact” as a destination portal for breaking news and the latest entertainment, focused on high-impact event media and partnerships. **T-3.com**

FLASH DEVELOPER

AGENCY.COM – San Francisco, CA

CLIENTS: ASK.COM / MILLER BEER / ADIDAS CLIMACOOL // 2006

Interactive Marketing Agency specializing in online Advertising and web Industry Trends. My role as a Flash developer, I worked closely with the lead creative project manager and helped develop a Flash driven website campaign for Miller Lite Beer and interactive Flash ad banners for ask.com and Adidas. **Agency.com**

FLASH PRODUCTION ARTIST

GREY INTERACTIVE – San Francisco, CA

CLIENT: TONIK HEALTHCARE // 2006

Check out Grey’s best-of-breed, award-winning work developing and marketing the Tonik healthcare product. My role as a Flash production artist/developer, I was part of the creative process in developing and resizing a series of Tonik ad banners.

GreyInteractive.com

FLASH DEVELOPER

SF HEAT – San Francisco, CA

CLIENTS: DISCOVER CARD / CONDE NAST // 2006

SF Heat is an open collaborative workplace fostering integrated production and a culture of creative landscapes. My role as a Flash developer, I collaborated with the lead art director on a series of resizes and master builds to give life and playful animation to design concepts for Discover Card and Conde Nast’s ad banners. **SFHeat.com**

FLASH DEVELOPER

ORGANIC – San Francisco, CA

CLIENTS: ICE AGE II 20TH CENTURY FOX // 2006

I enjoyed developing and resizing a series of animated timeline banners for the film Ice Age from 20th Century Fox. As a Flash developer, I created the master animation and execution from storyboard and design layouts to working self-playing ad banners.

I worked along side a lead animator to insure playfulness and quality. **Organic.com**

FLASH DEVELOPER

EVOLUTION BUREAU (EVB) – San Francisco, CA

CLIENTS: MICROSOFT // 2006

EVB is a San Francisco-based digital marketing agency with a grasp in meaningful branding. I had an opportunity as a Flash Developer to work on Microsoft’s Technology ad banner campaign promoting people and services. Master design ad banners were developed and approved for the production phase. I worked alongside with lead project manager to assure project deliverables and trafficked. **EVB.com**

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CREATIVE DEVELOPER

FLASH PRESENTATION ARTIST

McCannSF – San Francisco, CA

CLIENT: MICROSOFT VISTA // 2006

The creative team wanted an interactive Flash presentation promo to showcase Microsoft's new marketing campaign for the latest OS Vista "The WOW starts now". As a Flash Production Artist, my role is to work closely with the art director's design layouts and storyboard comps to bring and highlight all of the new OS features. **McCannsf.com**

FLASH DEVELOPER

OGILVYONE – San Francisco, CA

CLIENTS: YAHOO / VERIZON // 2005

My primary role as a Flash developer I worked closely with the lead senior Flash developer, art director and QA team on coding and resizing interactive Rich Media ad banners for Yahoo! Messenger, and Yahoo! Verizon DSL's marketing campaign.

OgilvyOne.com

INTERACTIVE WEB PRODUCTION ARTIST

TONIC 360 JWT – San Francisco, CA

CLIENTS: SUN MICROSYSTEMS / MACY'S WEST // 2003

In my early career as a front-end web master with Tonic 360 a full service-advertising agency specializing in digital branding.

My role was more of an interactive production artist. I coded Flash landing pages, created animated gifs and interactive JavaScript ad banners for Sun Microsystems and Macy's West. **Jwt.com**

SKILLS AND TOOLS OF THE TRADE

Software: Adobe Creative Suite Photoshop, Flash Professional Animate Canvas CC, Adobe Media Encoder, FCP Editing, Sublime Text Editor, TinyPNG.com, DoubleClick Studio, and traditional advertising technologies.

Programming Languages: Hand Coding classic HTML, HTML5, CSS3, JavaScript, ActionScript3 and Bootstrap implementation for Responsive Web Development, animation and interaction, web content, video format compression techniques and editing.

EDUCATION

San Francisco State University - BA Degree Major Industrial Arts and Design with emphasis in Conceptual Information Arts