Antonio Gomez

DESIGNER DEVELOPER

Professional Summary

Designer developer with cross-disciplinary talents in bridging design, motion, and technical proficiency in public/web/mobile, and social media for award-winning display advertising campaigns.

Experience

DESIGNER DYNAMIC CREATIVE

NextRoll (Formerly AdRoll) - San Francisco, CA

Projects: Retargeting Dynamic Ad Campaigns // Oct 2019 - April 2020

My role as part of the in-house dynamic ad team, I design and develop retargeting custom Ad banner campaigns and building brands for NextRoll's client base. Growth-marketing-platform-solutions// **NextRoll.com**

FRONT-END BANNER DEVELOPER (Animation)

LogiTech - Newark, CA

Projects: LogitechG.com // GWireless Gaming Campaign // 2017 - Oct 2019

My role is to develop and deliver a series of motion driven ad banners featuring an array of products for big gaming campaigns: ADVANCED WIRELESS GAMING, featuring LIGHTSPEED GWIRELESS campaign. Including the PRO USER SERIES GAMING MOUSE campaign. //HTML5/CSS/GSAP/JS/Thunder Ad Platform// **LogiTechG.com**

FRONT-END BANNER DEVELOPER (Motion)

Eventbrite - San Francisco, CA

Projects: Eventbrite.com // Promotion Campaign // Dec 2018 - Sep 2019

Developed 24 motion driven banner ad units to promote Power to the Independents Music and NYE Resolution Revolution campaigns. Collaborated with the creative team to develop motion tests and animation typography based on style and quality. Delivered Eventbrite's Blog FaceBook video driven ads. //HTML5/CSS/GSAP/JS/AE// **Eventbrite.com/l/music**

DISPLAY AD PRODUCTION ARTIST

Sales Force - San Francisco, CA

Projects: SMB Essentials // FY20 Campaign // April 2019

A strong creative collaboration in teaming up with the SMB Art Director and creative team on the design/print/motion for multiple internal, Small Businesses and public display/lobby ads for the SalesForce Tower. Blaze your Trail. //Adobe Suite/AE// **Salesforce.com/smb/**

FRONT-END BANNER DEVELOPER (Motion)

April Six - San Francisco, CA

Projects: AprilSix.com // Promotion Campaign // Feb 2019 - Dec 2019

I developed a series of motion driven banner ads and Lottie AfterEffects driven animation projects to promote PureStorage.com //HTML5/CSS/GSAP/JS/AE// **AprilSix.com**

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VISUAL AD DESIGNER
Uber - San Francisco, CA
Projects: UberEats.com Starbucks Campaign // Jan 2019
I collaborated with the Uber creative director on the motion and development of multiple display ads. Used captive public spaces and social media. Uber Eats brings you Starbucks campaign. Featuring the locations and landmarks that define your day. //AE/VIDEO RESPONSIVE TECHNIQUES/DESIGN GUIDES//
Uber.com

AD PRODUCTION ARTIST
Just Media – Emeryville, CA
Projects: Reuters.com AWS // Dec 2018
My role is to design and help the creative team on a series of banner ads and the development of motion ads for a social media campaign pitch. Presentation decks, deliverables on time, 2 motion Social media ads I delivered 18 online ad banners. //INDESIGN/AE// **Justmedia.com**

INTERACTIVE WEB DEVELOPER
Nvidia – Santa Clara, CA
Projects: Nvidia.com // Geforce RTX Launch Campaign // Sept 2018
My role is to code and animate interactive modules displaying on Nvidia's website for the Geforce RTX 2080 launch campaign. World's first Ray Tracing Gaming Card. Creating interactive functionality, sprite-sheet animation, and responsive web/mobile design development techniques using grid systems. //HTML5/CSS/GSAP/JS/AE/Magic Scroll/Brand Style Guides// **Nvidia.com**

FRONT-END BANNER DEVELOPER
Square – San Francisco, CA
Projects: Square.com // Point of Sale Campaign // March // April 2018
My role is to code and animate a series of banners to promote Point of Sale campaign ads. I delivered 15 online ad banners. //HTML5/CSS/GSAP/JS// **Squareup.com**

HTML5 BANNER DEVELOPER
Oath – San Francisco, CA
Projects: YahooSports.com // Mobile App Super Bowl LII // Dec Jan 2018
My role is to code and animate a series of ad banners to promote Yahoo Sports Mobile app for Super Bowl LII Live ads. I enjoyed working on this real time, as the Super Bowl events unfolded , along side an enthusiastic team of creative directors, media producers/designers, and quality assurance team for Yahoo's creative department. //HTML5/CSS/GSAP/JS/CANVAS// **Oath.com**

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AD DESIGNER DEVELOPER
CBS Interactive – San Francisco, CA
Projects: CBS.com / CBS Sports.com / CBS ALL-Access // 2015/2017
My role as an Ad designer/developer for CBSi's creative services department is to work closely with project managers to design and develop 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. //HTML5/CSS/GSAP/JS/AE// **CBSinteractive.com**

ASSOCIATE CREATIVE DEVELOPER
AKQA Advertising Agency – San Francisco, CA
Clients: Nike / Gap / Target / Xbox / Visa // 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. //HTML5/CSS/GSAP/JS/AE// **AKQA.com**

Qualification Highlights // Technical Skills
Experience in agency creative environments, work with designers, producers, QA and other development team members and manage time across multiple projects and tasks in a deadline-driven team environment.

Experience with HTML5 banners, social media, and digital display advertising, including knowledge of best practices, vender ad specifications and final deliverables.

Delivery of best-in-class HTML5/CSS3/JQUERY/GSAP front-end code across an array of interactive web and mobile projects. Ability to hand code standards-compliant code.

Talented in 2D motion graphics, concepts, work-flow, and best practices in storyboarding, animation style, speed, and quality, Including video editing and visual effects for public/web/mobile and social media.

Solid understanding in the implementation of responsive video/web development, animation and interaction web content, video format compression techniques and editing.

Experience in grid systems for responsive design, and web development, style font UI, and typography color palette guides.

Supporting the creative team in production activities, including creating layouts, digital marketing collateral, mechanicals or templates, placing or cropping images, retouching or image compression and slicing or conversion of files across multiple platforms (public/print/web/mobile).

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Software // Resources // Tools

Adobe Creative Suite: XD, InDesign, Photoshop, Animate Canvas, Media Encoder, InDesign and After Effects. Apple Final Cut Pro Editing, MakeThunder.com, Content asset compression apps, Creative Ad platforms DoubleClick Studio, Sketch, Figma. Slack, Zendesk, Grid systems/Responsive Design. Text Editors: Sublime and Brackets for Hand Coding. Font cloud platforms and services.

Research & Development: Coding // API Platforms

GSAP (GreenSock Animation Platform /JavaScript API Platform) HTML5/CSS3/jQuery/JavaScript Git/BootStrap/Scripting API libraries/ and Scroll Magic.

Education

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

Portfolio // LinkedIn // Demo Reel

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