

# Will Jutsum

## Work Highlights



# Heineken 'Cider Tales'

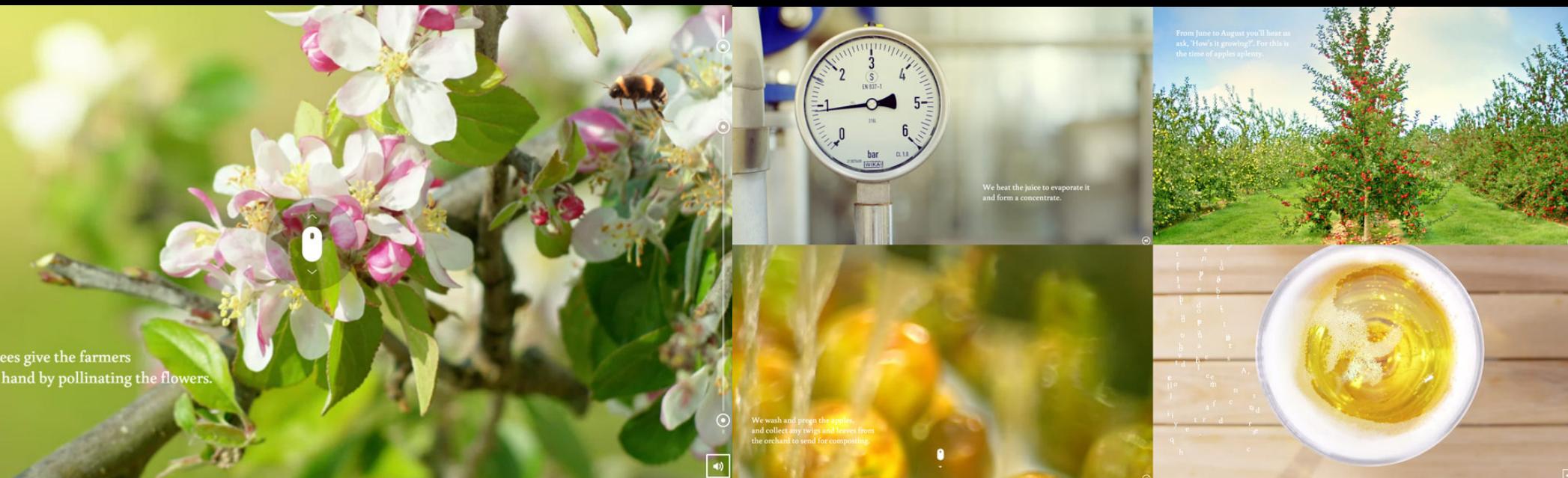
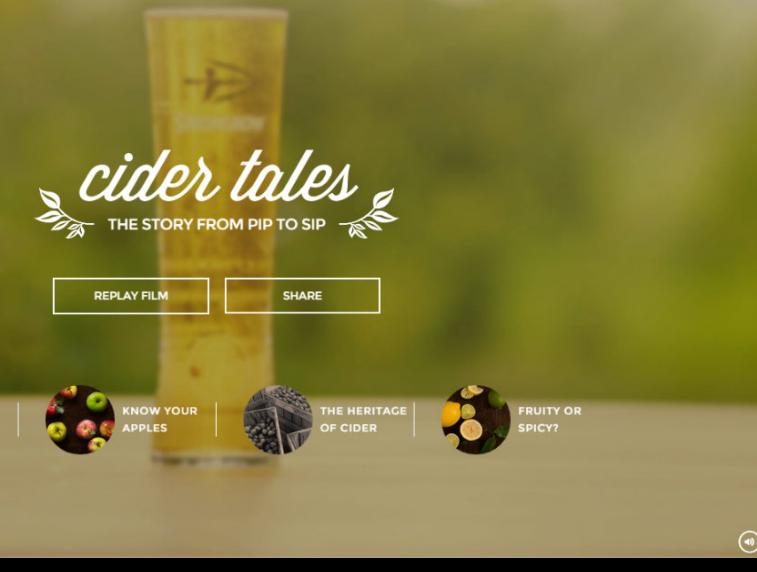
Javascript, Greensock Animation Platform, CreateJS

Within the Cider Tales website, the user is shown the process of Cider manufacture "from pip to sip".

The story is told via a beautifully shot film, with seamlessly integrated looped videos and text animations.

I was the sole developer on the core section of the website. As well as writing 15 custom text animations, I needed to write a system to manage the transition from the main core video to the various looped videos and soundtrack.

The project drew upon my experience within an agency environment. Numerous external agencies were working on video & audio assets, meaning it was imperative that briefing was done in an accurate fashion.



# Grosvenor Casino Interactive Experience

Kinect, Unity 3D

I was asked to provide a visually interesting interactive experience for the bar area at the new Grosvenor Casino in Southend-on-sea.

Interaction with the piece was handled via the Microsoft Kinect peripheral, which provided depth data which was then used to drive the various "moods". The software was written using Unity3D, which gave the performance necessary to run the experience across 6 HD screens.

I worked closely with the architect of the casino to design 5 effects that would in turn drive the design of the lighting effects within the space.



# Broadband Choices Mobile Speedtest

Javascript, AngularJS, Python, Django framework

In an effort to grow the mobile side of their comparison business, Broadband Choices required a browser based speedtest in the same vein as Ookla. The data could then be used to provide a location specific comparison of each network.

A large amount of R&D was required to establish a reliable Javascript based speedtest, as well as a method of detecting the mobile network which the consumer was using.

I was keen to avoid the method that Ookla uses, where a large file is downloaded, to keep bandwidth usage to a minimum. I developed a test that performed multiple download and upload tests, tracking the variance of the current speed. Once a satisfactory speed value was reached, the connection for the single test was closed. This method proved to be quicker than Ookla's method, as well as more accurate.



Broadband TV Mobile phone Tools and Info



Start Test Share Email Draw

## Test your mobile internet speed for the chance to win an iPhone 6!

For a chance to win an iPhone 6 simply follow the three steps below:

1. Test your 3G or 4G speed
2. Share your results with your friends
3. Enter your email

Nice one - you've been entered into our prize draw!

Start test >



### Who are broadbandchoices?

We don't like to toot our own horn, but we're totally going to anyway - we're the mobile, TV and internet experts. We make it easy to compare plans and packages, and give you the advice to make choosing the right deal a doddle. We're completely impartial, but you don't have to take our word for it - UK communications regulator Ofcom says so too; in fact, we're one of only five comparison sites awarded Ofcom's seal of approval.



### Our mobile internet speed tester

Want to know how fast your mobile internet actually is? And how the speeds you get compare to those of other networks that cover your area? Our free app will show you exactly how much bang you're getting for your hard-earned buck, and give you a good idea of how long it'll take you to download an album or app.

It'll also show you the average speeds of other networks covering your location, so you can see whether you could get faster mobile internet by switching.

Press the button above to start your test!

#### Using our speed checker

The test normally takes less than 30 seconds to run. It works by sending a small file to your device and measuring how long it takes for that file to be downloaded, and sending a small file from your device to measure how long it takes for it to be uploaded. For more information about download and upload speeds, [check out our guide](#).

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Broadband TV Mobile phone Tools and Info

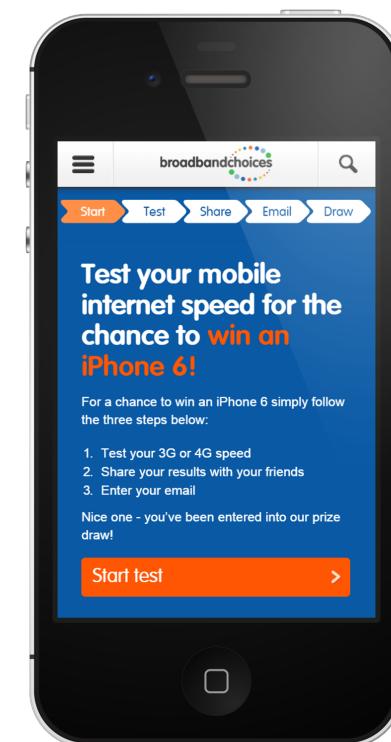
Mobile internet speed in the UK

Want to know how good mobile internet is in your area? With our interactive map it's easier than forming a debilitating Angry Birds addiction. Well, maybe not that easy, but not far off.

Provider	Grade	3G	4G
EE	A	29s	13s
O2	C	1m 9s	31s
Vodafone	C	1m 23s	37s
orange	C	1m 27s	39s
333399 mobile	C	1m 48s	49s
EE	C	1m 56s	53s
3	C	1m 58s	54s
giffgaff	D	3m 14s	1m 28s

Show speeds

Logos for O2, vodafone, t-Mobile, 3, giffgaff, 333399 mobile, EE, orange



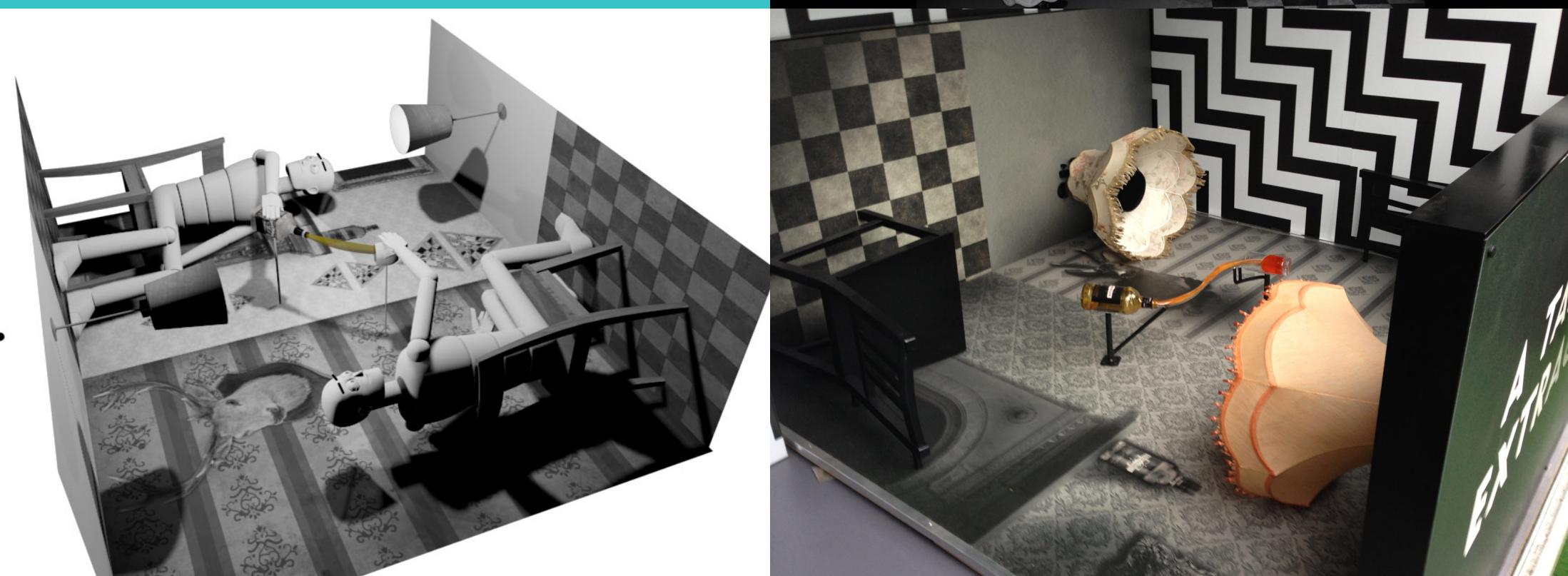
# Drambuie 'Extraordinary Bar'

Python, Facebook, 3DS Max

Drambuie wanted to make a strong connection between their experiential activity at the Edinburgh Festival and social media which fit their current brand aesthetic.

Once a concept was reached I created a mock-up in 3DS Max to sell in to the client, and then act as reference for the final build.

I developed the on site photo mechanic using Python with a web front end. The system allowed the operator to take a number of photos and choose the best one. Post-processing filters were then applied to the photo to get the look we wanted before being uploaded to Facebook, meaning the consumer could instantly tag themselves.



# Clean Bandit Game

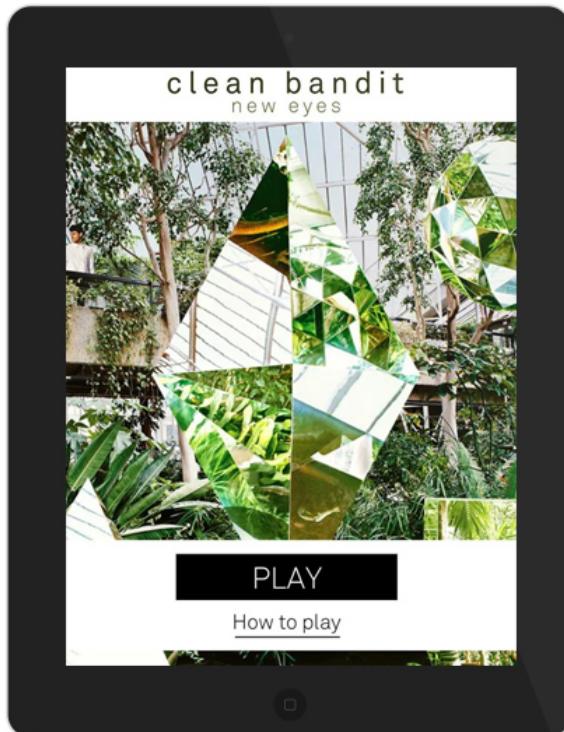
Unity 3D

A game to help promote Clean Bandit's new album, "New Eyes".

Built in under a week, it was important that the game be built and submitted to the App Store on time to be available to coincide with the release of the album (which luckily it was!).

I did all of the development work on the game as well as preparing it for Apple App Store, Google Play and the web.

You can find the game at [cleanbandit.co.uk/playthegame/](http://cleanbandit.co.uk/playthegame/)



An App Store page for the "Clean Bandit Game" by Warner Music (UK) Ltd. The page includes the game's logo, download count, user rating, screenshots, and detailed information. The screenshots show the game's interface and various levels. The detailed information section provides developer details, category, update history, size, rating, compatibility, and languages supported.

# MAOAM Mega Vend Recharge

Unity 3D

A fun puzzle game for iOS and Android which further expanded the story of the MAOAM Mega Vend.

I played an important role in all stages of production, starting the with the creation and testing of a number of puzzle mechanics. Once a mechanic was chosen I worked closely with the designer to find a look and feel that client was happy with.

I chose Unity 3D for production of the game as this meant we could release cross-platform both on time and on budget.

You can find out more about the game [here](#)



# The HARIBO Eggstras Hunt

Android, HTML, Javascript, Google Maps, Twitter

HARIBO ran a nationwide experiential campaign to promote their Eggstras product. The project created a need to track the experiential team across the country, and allow them to easily upload photos to our social team for use on Facebook & Twitter.

The solution to this was a custom made Android application which reported the GPS coordinates of the team to our server. I also found a software solution which allowed photos to be automatically synced with Dropbox and in turn our social team.

The website for the project featured a Google Map containing the Egg's whereabouts, and tweets from consumers.



The HARIBO Eggstras Hunt website features a map of the United Kingdom where eggs are plotted across the country. The map includes major cities and roads. A red dot indicates the current location of the Eggstra team. Other dots show previous locations and where eggs have been found. The website has sections for social media integration, daily prizes, and a treasure hunt with five clues.

**TWEET A PIC OF THE EGG USING #HARIBOEGBHUNT AND YOU COULD WIN DAILY PRIZES**

**FIND THE REST OF THE EGGSTAS FOR MORE CHANCES TO WIN**

**WHERE ARE THEY HIDING?**

**Clue 1:** A landmass made specifically for canines could be a good hiding spot...

**Clue 2:** I swear I'm still in the UK, but considering where I am, shouldn't there be pyramids?

**Clue 3:** I wonder if this village bears any kind of resemblance to Little Whinging? I bet no one will be able to find me here!

**Clue 4:** I feel right at home here, hiding in a breakfast my brothers might appear in. Where could I be?

**Clue 5:** This area shares its name with a murky swampy version of my favourite Holiday!

**Find all 5 eggs to continue**



# Nature Valley Haybale Hurdles

Actionscript, 3DS MAX, Kinect, Facebook

Nature Valley took part in the Olympics Torch Relay tour. To support this they wanted to create an immersive experiential experience with an Olympic feel in keeping with the brand, which would also create content for their social platforms.

My solution to this was the "Hay Bale Hurdles", a custom made game utilising the Xbox Kinect peripheral. The project also incorporated a computer controlled camera, so photos of consumers enjoying the activity could be uploaded to Facebook.

I also played an important role in planning the layout of the stand, working closely with the build team.



# MAOAM Music Mixer

Actionscript, Facebook, iPad

MAOAM wanted to develop a project that could engage their Facebook fans, as well as consumers on an experiential tour. The MAOAM Music Mixer was a fun & simple music sequencer developed in Actionscript.

On Facebook, fans could create their own mini mixes and share them with their friends. Within experiential, two large touch-screens allowed consumers to create their own mixes in a time limited battle. The Mixer also ran on iPads on the stand, a version that was also released on the App Store.

I played an integral part in developing & researching the idea, and built all 3 implementations of the project.

