ADRIAN PIKIOS
Creative Technologist

OVERVIEW

Senior Creative Technologist with over 20 years of experience delivering innovative digital solutions across diverse industries. Specialising in **front end** technologies including **HTML**, **CSS**, **JavaScript (ES6+)**, **TypeScript**, and **Three.js** while leveraging modern frameworks such as **React** and **Next.js**. With a strong background in **digital design**, **UI/UX**, & **motion**, and a passion for **WebGL** and **VR** technologies, I create engaging, immersive experiences that push the boundaries of web development. Seeking to further advance my **Software Engineering** skills in **backend** development and **DevOps** to expand end-to-end solutions.

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SKILL SET

Front End: API integration (REST/GraphQL/Apollo), CSS, GSAP, HTML5, Javascript ES6/ES8, JSON, JQuery, npm, SASS, Typescript.
Frameworks/Libraries: Astro, Bootstrap, Chakra UI, Foundation For Email, Gulp, NextJS, React.js, Tailwind CSS, Three.js R3F, WordPress.
Back End: Apollo, AWS, Cloudfront, Express, Firebase, GraphQL, MongoDB, Node.js, PHP, PostgresSQL, Prisma.
Project Management: Discord, GitHub, Google Suite, Jira, Slack, Trello.
Design/UX: Adobe XD, Figma, Illustrator, InDesign, Photoshop, Powerpoint.
Motion: 3dsmax, After Effects, Blender, Premiere, Unity, Unreal Engine, Zbrush.
AI: ChatGPT, ElevenLabs, GitHub Copilot, Leonardo.AI, Stable Diffusion.
Supplementary: Adobe Media Encoder, Animate, Audition, Cubase, Google Doubleclick, Google Web Designer, Handbrake, OBS, OculusSDK.

EXPERIENCE

LEONARDO.AI
LEAD FRONTEND DEVELOPER | NOV 2022 - AUG 2023

As the inaugural Frontend Lead at Leonardo.ai, a pioneering AI image generation startup based in Sydney, I drove the evolution of the MVP into a globally successful powerhouse.

• **Architected Frontend Infrastructure:** Designed and developed Leonardo's scalable frontend architecture using Next.js, TypeScript, and GraphQL, setting the foundation for the platform's exponential growth.
• **Development of Frontend AI Tools:** Engineered frontend tools that seamlessly integrates with Stable Diffusion, enabling the generation of AI-driven text, images, and 3D textures, enhancing user experience and functionality.
• **Implemented Next.js, Prisma & State Management Features:** Utilised Next.js routing features for server-side rendering, Prisma as an ORM to simplify database access via GraphQL, and Redux for efficient client-side state management, resulting in improved performance, faster page loads, and enhanced developer experience.
• **Creation of Reusable UI Components:** Leveraged Chakra UI to craft a comprehensive library of responsive UI components, reducing development time and ensuring consistent design language.
• **Incorporated User Auth and Development Processes:** Integrated user authentication with AWS Cognito and implemented CI/CD pipelines, git branching strategies, and continuous deployment on AWS services, bolstering platform security and streamlining development workflow.
• **Cultivated Team Collaborative Practices:** Fostered collaboration across cross-functional teams through video calls, Jira and Stack, delivering responsive, scalable, and accessible code adhering to industry best practices.
• **Team Onboarding and Mentorship:** Onboarded and mentored freelancers and contractors, facilitating rapid integration into the codebase and fostering a culture of continuous learning.

Impact:
• **Global User Base:** Supported over 15 million users worldwide, generating over 4.5 million images daily.
• **Investment Funding:** Instrumental in raising over $40 million in funding within the first year, validating Leonardo.ai's pioneering technology and market potential.
• **Community Engagement:** Emerged as the third most popular Discord channel globally, underscoring the platform's widespread recognition and engagement.
• **Rapid Team Expansion:** Facilitated the growth of Leonardo.ai into a global team comprising over 100 employees, reflecting the platform's exponential success and market demand.

Through my blend of technical proficiency, strategic leadership, and collaborative approach, I played a pivotal role in propelling Leonardo.ai from an MVP to a globally recognised AI generative platform, revolutionising industries worldwide.

WAX INTERACTIVE | FULL TIME
SENIOR FRONTEND DEVELOPER | SEPT 2022 - AUG 2023

As a Senior Frontend Developer at WAX Interactive, I primarily collaborated with Leonardo.ai, transforming their MVP into a globally renowned application, while concurrently managing key responsibilities at WAX Interactive.

• **Lead Frontend Development for thelimbic.com:** Led the frontend development of thelimbic.com, a flagship project for WAX Interactive. Delivered a responsive and accessible website, ensuring compatibility with IE11 and adherence to web accessibility guidelines.
• **Integration with WordPress Backend:** Collaborated with the web development team to seamlessly integrate the frontend with the existing WordPress backend, optimising functionality and performance.
• **Stakeholder Engagement and Project Delivery:** Engaged closely with project stakeholders to gather requirements, provide technical guidance, and ensure timely and budget-conscious project delivery.
• **Ongoing Maintenance and Client Support:** Provided website updates and conducted frontend/backend maintenance for existing WAX Interactive clients, guaranteeing their websites remained secure, up-to-date, and performant.
• **Contribution to Creative Services and UX/UI Designs:** Actively participated in in-house creative services and contributed to UX/UI designs for frontend builds. Collaborated closely with the design team to craft visually appealing and intuitive interfaces.

Through my time at WAX Interactive I demonstrated leadership in frontend development projects, fostered collaboration across cross-functional teams, and delivered high-quality, accessible, and performant websites that exceeded client expectations.

AKCELO | CONTRACT & FREELANCE
FRONTEND DEVELOPER | FEBRUARY 2021 - JANUARY 2022

As a dedicated Frontend Developer at Akcelo, I specialised in crafting high quality, responsive, and accessible eDM campaigns tailored for high profile clients such as TikTok Australia/NZ

and TikTok Canada. Leveraging my expertise in HTML, CSS, and JavaScript, I implemented modular and reusable components, streamlining development processes and ensuring consistency across campaigns.

• **Pixel-Perfect Campaign Builds:** Handcoded over 50 pixel-perfect TikTok email campaign builds, utilising JavaScript libraries and build tools like Gulp to enhance efficiency and streamline production.
• **Customisable eDM Templates:** Developed and deployed 12 customisable eDM templates for TikTok Canada's marketing team, leveraging Mailchimp's custom syntax. This initiative empowered the team to independently create and distribute branded emails, resulting in over 40 hours saved per month.
• **Thorough Testing and QA:** Conducted rigorous testing using Litmus to ensure 100% compatibility and accessibility across a diverse range of devices and email clients, ensuring successful quality assurance.
• **Subscriber Growth:** Played a pivotal role in growing TikTok's mailing list from 0 to over 20,000 subscribers within a span of 6 months, done the through the creation of engaging eDM campaigns and developing original landing pages.
• **Comprehensive Training:** Provided comprehensive training to TikTok's marketing team, including video tutorials, Bootstrap HTML documentation, and live training sessions. This empowered them to effectively utilise Mailchimp's custom eDM templates, enhancing their productivity and proficiency.
• **CRM Integration:** Successfully configured and integrated various CRM systems such as Mailchimp, Klaviyo, and Hubspot, optimising email campaigns for clients like TikTok, PetCulture, and WisemanSurf Lodge.

Through my tenure at Akcelo, I showcased my ability to develop innovative and effective eDM solutions, collaborate with internal & external marketing teams, and drive substantial growth in client mailing lists, contributing to the success of our clients' email marketing endeavors.

HUMMGROUP | CONTRACT & FREELANCE
FRONTEND DEVELOPER / DIGITAL DESIGNER
MAR 2019 - MAR 2021

As an integral member of Hummgroup's marketing department, I served as the inhouse eDM frontend developer and digital designer, leading the development of high-performing, responsive email campaigns that consistently exceeded business goals.

• **Extensive eDM Development:** Developed over 100 responsive eDMs utilising a blend of HTML, CSS, JavaScript libraries, and advanced build tools such as Gulp and Handlebars. Ensured consistency and optimal compatibility across various email clients, guaranteeing a seamless user experience.
• **CRM Integration Expertise:** Seamlessly integrated eDMs into diverse CRM systems including Mailchimp, Melon Mail, and Microsoft Dynamics 365. Employed correct syntax and methodologies to effectively manage and deliver campaigns to an extensive audience exceeding 100,000 listings.
• **Thorough Testing and Quality Assurance:** Conducted comprehensive testing using Litmus to validate the rendering accuracy of eDMs across a wide spectrum of email clients, ensuring consistent and flawless presentation.
• **Cross-Functional Collaboration:** Collaborated closely with cross-functional teams to develop website builds and WordPress templates for Hummgroup partners. Successfully extended the company's branding and design language across multiple digital touchpoints, fostering brand coherence and recognition.
• **Supporting Marketing Operations:** Provided day-to-day support to marketing operations by crafting engaging eDM designs in Figma, styling impactful PowerPoint sales decks, designing and developing attention grabbing HTML5 banners, and producing compelling animations in After Effects for video advertising.
• **Mobile Advertising Enhancements:** Created graphical tilesets and GIFs tailored for mobile advertising, expanding the company's reach and enhancing visual presence on mobile platforms.

During my contract at Hummgroup, I showcased my versatility as a digital designer and developer, creating captivating and effective email campaigns, websites, and marketing assets that not only drove tangible business

outcomes but also significantly elevated the company's brand presence across various digital channels.

HYLAND AGENCY | CONTRACT & FREELANCE
DIGITAL DESIGNER / DEVELOPER | JUL 2019 - MAR 2020

Responsible for developing a responsive CMS enabled WordPress site from flat Indesigns files inhouse. Also built HTML5 banners for their various clients, including Deliveroo, Nair and Batiste.

UNIVERSITY OF SYDNEY | CONTRACT
DIGITAL DESIGNER / DEVELOPER | DEC 2018 - JAN 2019

Responsible for the design and development of a major UNSW HTML5 'Unlearn' banner campaign.

RICHARDS ROSE | FREELANCE
DIGITAL DESIGNER / DEVELOPER | JUL 2015 - NOV 2018

Designed & developed dozens of digital campaigns - including motion builds, HTML5 banner builds, minisite builds, eDM builds, and Wordpress builds. Clients include Stan, Mitsubishi, Wild Turkey, Nivea and Skyy Vodka. Also responsible for the design and development of the Richards Rose website.

AJF PARTNERSHIP | CONTRACT & FREELANCE
DIGITAL DESIGNER / DEVELOPER | FEB 2013 - JUL 2015

Responsible for flash builds, eDM builds, HTML builds and motion builds. Clients include News Corp Australia, Mr Men, Rams Home Loans and Perpetual Limited.

BIG RED COMMUNICATIONS GROUP
DIGITAL DESIGNER / DEVELOPER | MAY 2015 -JUN 2015

Responsible for flash builds, social media design builds, eDM builds, motion builds and other digital assets for brands such as Jetstar, Renault and Bupa.

TECTONIC DIGITAL | FULL TIME & FREELANCE
DIGITAL DESIGNER DEVELOPER | JUL 2013 - AUG 2014

Responsibilities include responsive HTML builds, flash builds, motion builds, WordPress template builds and CSS/HTML frontend development. Most notable works include the art direction and flash builds across official Google products and services.

M&C SAATCHI | CONTRACT
DIGITAL DESIGNER DEVELOPER | 2011 - 2012

Responsible for flash builds, motion builds, eDM builds, digital design and HTML development. Clients include Qantas, Optus, Google, Westfield and Woolworths.

RELAX DESIGN | FREELANCE
DIGITAL DESIGNER / DEVELOPER | 2004 - 2012

Helped Relax create websites, minisites, eDMs, motion builds and flash presentations.

VMLY&R | CONTRACT & FREELANCE
DIGITAL DESIGNER / DEVELOPER | 2006 - 2007

Responsible for minisites, designs, flash builds, actionscript development and eDM development for clients such as such Telstra, Microsoft and Career One.