João Pescada

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Creative Developer

with over 14 years of experience (mostly!) in agency environment

Specialities

Merging ideas with technology. Team leading and mentoring. Ideation, direction and execution of all technical elements of digital based projects.

Education

Aveiro University
Interactive Media Technician
2001 to 2002

Abilities

Human languages
Portuguese
English

Computer languages
Actionscript
Javascript
HTML
CSS
PHP
Java
Python
Objective-C
Arduino
Processing

Related knowledge
Agile Project Management
Physical Computing
Digital Photography
Business Development
Social Media Marketing
Search Engine Optimisation
Conversion Rate Optimisation
Content Strategy
Usability

Experience

Senior UI Developer (Freelancer)
Capco / BoldRocket & ThoughtMachine, in London, UK (2014-2015)
Helped the creative and tech teams develop prototypes and production ready responsive web apps for innovative and disruptive digital products targeted at UK high street banks. Built using AngularJS and React, integrated with REST backend and third party APIs (like LivePerson) and protected end-to-end with bank-grade security. Pending on integration testing and final reviews, this digital product ecosystem is due to public release in late 2015.

Senior Creative Technologist (Freelancer)
Razorfish, in London, UK (2014)
Following an agile approach, helped Razorfish create an innovative and first-to-market disruptive HTML5 based mobile app for iPhone for a major UK bank. Built with AngularJS, integrated with Google AppEngine (interfacing the bank's APIs) and protected with secure and encrypted user authentication. Following bank systems integration and positive customer testing results, the product came to market in early 2015 as Halifax Car Finance.
Also helped creating another first-to-market disruptive digital product proposition for another major UK bank, due to public release in 2016.

Mobile Application Developer (Freelancer)
Hover Studio / Animade, in London, UK (2013 to 2014)
Helped the team at Hover Studio and Animade create HTML5 based mobile apps for iOS and Android phones and tablets (using Phonegap). Built in AngularJS with WebSQL for local data storage, integrated with a bespoke secure and encrypted ASP.net backend API, with user authentication, visually rich UI and in-app notifications featuring animated characters.

Lead Creative Developer
VCCP, in London, UK (2011 to 2013)
Worked in liaison with account, creative, designer and developer teams to bring the most effective digital solution to life, on every possible briefing.
Mentored and coached junior to senior creative developers and designers.
Designed technical architectures of digital projects.
Developed concepts, working prototypes and production ready solutions.
Developed interactive installations, physical prototypes, social media apps, games, geo-served digital advertising campaigns, responsive websites and apps for mobile devices.

Senior Flash Developer
Isobar Portugal, in Lisbon, Portugal (2007 to 2011)
Developed websites, adverts, apps and animations using Adobe Flash and libraries / frameworks like PureMVC, FLARToolkit, Bulk Loader, JigLib, TweenLite, Flint Particles System, and Papervision3D, among others.
Developed algorithms to enable search engine indexing of Flash websites.
Developed back-end solutions to automate form processing in landing pages for online advertising campaigns.
Worked closely with designers and developers to produce creative and innovative solutions.