João Pescada

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Independent Technologist & Consultant

with over 15 years of experience in digital agencies and startups

Specialities

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

Education

Aveiro University
Interactive Media Technician
2001 to 2002

Abilities

Human languages
Portuguese
English

Computer languages
Javascript (Angular, React, ES6)
HTML
CSS (Sass, Less)
PHP
Python
PhoneGap (Objective-C, Java)
Arduino
Processing

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

Experience

Senior Experience Technologist (Freelancer)
Sapient, in London, UK (2016)
As part of a globally distributed technical team, helped rebuilding multiple static websites into responsive versions integrated with Adobe Experience Manager. Using Backbone, Handlebars, Sass and Grunt we built and customised a system of components and templates that will facilitate the future maintenance of hundreds of websites owned by the client.

Lead Frontend Developer (Freelancer)
Thread.com, in London, UK (2016)
Worked in liaison with the engineering, marketing and styling teams to improve the UX of their digital product and admin tools. Created and updated templates (Django/Python, HTML5, JS, Sass), A / B tests and email campaigns. Also helped building their blog and improving the site speed by optimising the critical rendering path for primary user actions.

Senior UI Developer (Freelancer)
Capco & Thought Machine, 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.

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.

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. Developed concepts, architectures, prototypes and production ready solutions for interactive installations, social media apps, geo-served digital advertising campaigns, responsive websites and mobile apps.