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Adidas Virtual Footwear Wall

<http://www.startjg.com/our-work/adidas/virtual-footwear-wall>

The adidas Virtual Footwear Wall is a huge in-store digital experience that drives to increase customer engagement. My role has been delivering a tablet application that enables staff members to take customers through their journey with ease and comfort.

It has been built on our own framework, utilized KnockoutJS for the front-end, communicated with our .NET API, and has been wrapped up into a native app using Phonegap. I've also been involved in maintenance work and on-site support for both hardware and software issues.



adidas Climaheat

<http://www.adidas.co.uk/climaheat>

Digital experience created to promote the adidas Climaheat products. A very visual, parallaxing website full of animations to convey the dynamic and forceful attributes of the clothings.

The application has been built using a development stack based on BackboneJS, requireJS, utilized TweenMax for animations and has been deployed with grunt.

The biggest challenge of this project has been the integration of the website into the adidas eco-system, managing their product related tools and tracking system.



Google: Anna Karenina

<https://karenina.withgoogle.com>

A digitalized version of the famous Tolstoy book Anna Karenina where the reading of the whole book by more than 700 people has been recorded and broadcasted on Youtube. The website has been created so that people can have a different, more integrated experience of the book by being able to jump to any part or section, and also explore it by the different themes the book touches upon.

The application has been built using a similar stack to the one in the Climaheat project, with big focus on Google's Youtube API and interaction with an external API feeding in the data to the application.



Barclays Brand Agent iPad application

<http://www.startjg.com/our-work/barclays/barclays-brand-agent>

This is an internal communication tool developed for Barclays employees to strengthen their brand identity. It includes a facebook-style news feed, shared documents and has an in-built quarterly updated magazine section.

The front-end is built on the AngularJS framework, while the back-end is a custom API built on the MODx CMS system. We've used Phonegap (now cordova) to wrap it into a native application. I've been managing and overviewing the project's development on both sides. My role included negotiating the functional and technical requirements, working closely with our print team so their magazine designs could be incorporated into the application, and making sure the product is delivered on time against a very tight deadline.