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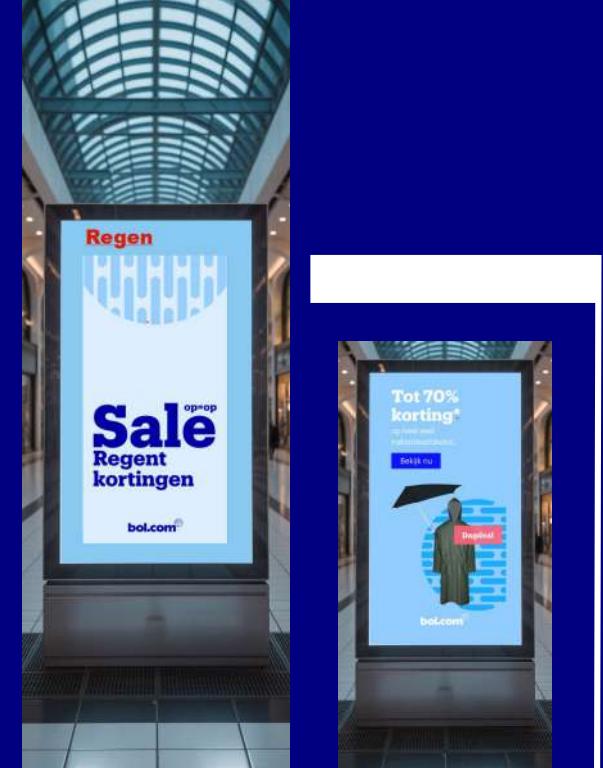
lazarsto@gmail.com

WEBSITE

www.lazarsto.com

LOCATION

Serbia



PORTFOLIO
CREATIVE DEVELOPER



ABOUT ME

Creative Developer specialized in HTML5 and Dynamic Advertising.

- Specialized in high-performance HTML5 web advertising
- Built static, animated, interactive, expandable & dynamic (DCO) ads
- Developed scalable ad systems across Display, Social & DOOH
- Integrated live data feeds for personalized ad experiences
- Managed full banner workflow: concept → development → QA → deployment

SKILLS

- HTML5 / JavaScript Animation (GSAP, CreateJS, jQuery)
- CSS3 & Advanced Front-End Development
- Dynamic Creative Optimization (DCO)
- JSON, XML & CSV Feed Integration
- Static, Animated, Interactive & Expandable Banner Production
- Storyboarding, Localization & Multi-format Resizing
- QA Testing & Rich Media Banner Setup
- AI-assisted production workflows

SOFTWARE & TOOLS

- Adobe Animate
- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- Google Web Designer
- CapCut

HTML5 ANIMATED ADS

Storyboards example 1:1 ratio



Enabled dynamic control of DCO ad elements via CSV/JSON,
allowing rapid creation and optimization of unlimited ad variations.

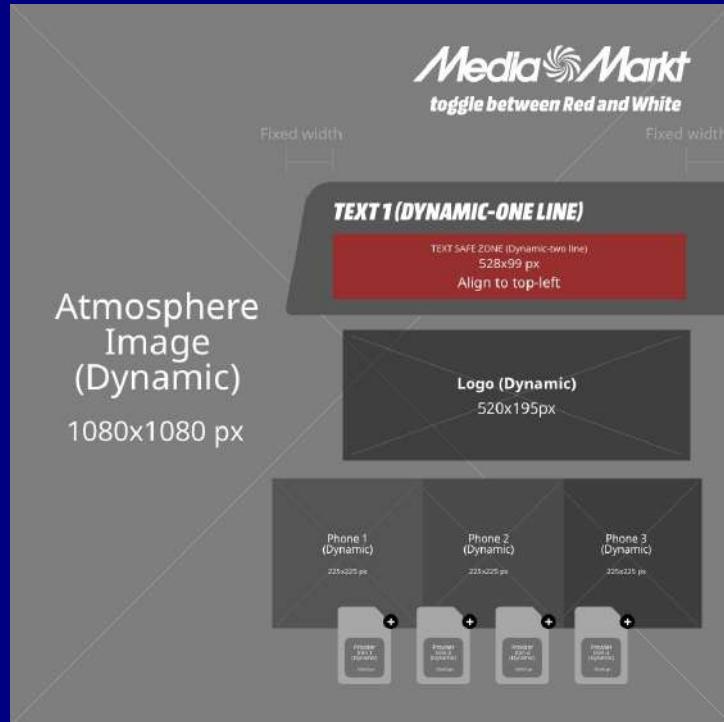
EXPLORE REAL EXAMPLES
OF MY ANIMATED HTML5
DISPLAY ADS

WWW.LAZARSTO.COM

WORK

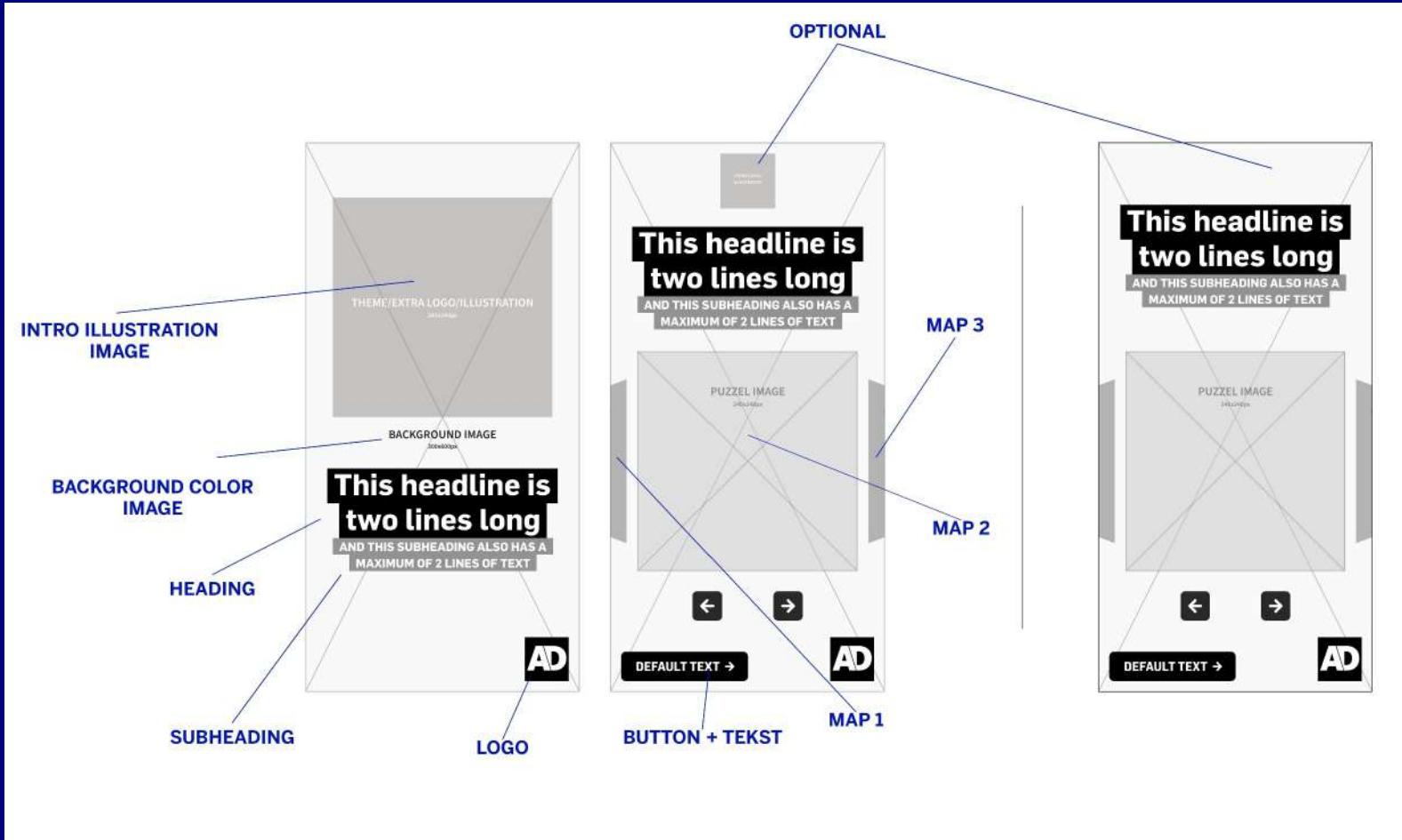
DISPLAY

DYNAMIC CREATIVE OPTIMIZATION ANIMATED ADS



Enabled dynamic control of DCO ad elements via CSV/JSON, allowing rapid creation and optimization of unlimited ad variations.

DYNAMIC CREATIVE OPTIMIZATION ANIMATED ADS



DCO stands for
Dynamic Creative
Optimization

Creative elements
update **dynamically**
(text, images, CTA,
prices)

Content is driven by
CSV or **JSON** data
feeds

One master template
generates **multiple** ad
variations

Used to **personalize**
ads and improve
performance at scale

WEBORAMA ADS

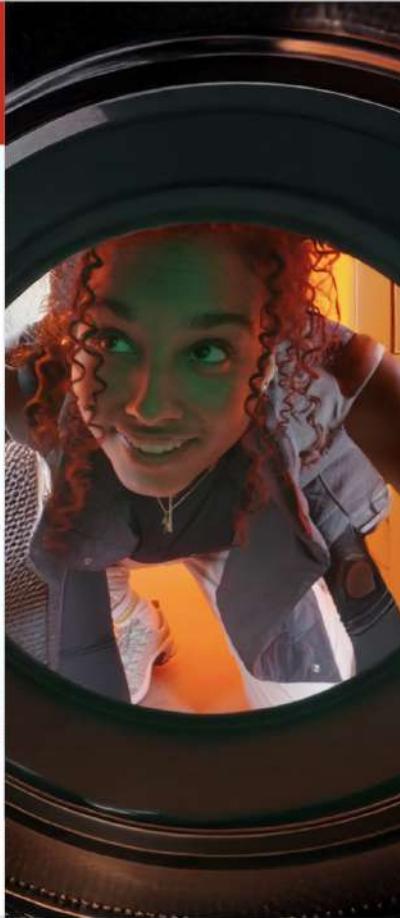
HPTO—Left Skin_640x1600_Frame 1



HPTO—Top Banner_970x250_Frame 1

A screenshot of a news website's top banner. At the top, there is a red header with the "MediaMarkt" logo. Below it, there is a grid of news thumbnails. One prominent thumbnail on the left shows a man in a suit and tie, with the text: "Baby van vijf weken oud belandt in coma door drugsvervanger van papa: 'Per ongehoor via vingers van vader binnengelregen'". Another thumbnail on the right shows a person in a costume, with the text: "Recordinflatie van 9,6%: hoogste niveau sinds 1982, voedsel fors duurder". The banner also includes a sidebar with headlines like "NET BINNEN" and "ALLE BERICHTE".

HPTO—Right Skin_640x1600_Frame 1



WWW.LAZARSTO.COM

WORK

WEBORAMA

WWW.LAZARSTO.COM

DPA ADS



JUICEFAST

Detox for energy

3 days 15 juices

Save 5%

90,00€
85,50€

explore

| logo | product-image | Headline | Subtitle | Old price | New Price | CTA | Sticker |
|---------------|---------------|-------------------------|-------------------------|-----------|-----------|----------------|----------------|
| food.png | burger.jpg | Extra bite | by 1 get 2 | 10€ | 7.50€ | buy now | Extra offer |
| fashion.png | dress.jpg | New session | black day | 50€ | 45€ | click here | Only today |
| juicefast.png | juices.jpg | Detox for energy | 3 days 15 juices | 90€ | 85.50€ | explore | Save 5% |
| bmw.png | car.jpg | Electric model | 1000 km no charge | 45,000€ | 42,000€ | shop | Free tires |
| beauty.png | makeup.jpg | For eyes | Valentine's day | 15€ | 12€ | check | Special |



KFC

Extra bite

buy 1 get 2

save 15%

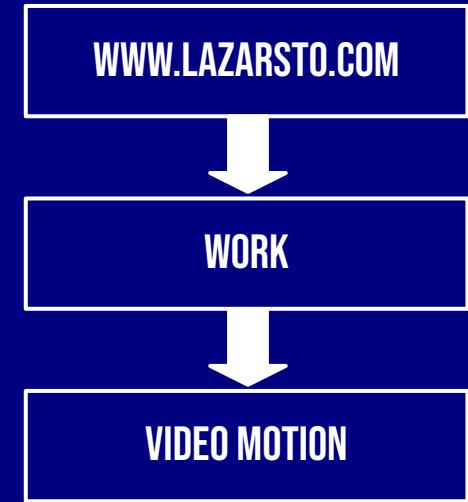
10,00€
7,50€

Extra offer

Dynamic Product Ads for retargeting are more powerful than static advertising because they're able to adapt their messaging based on the consumer's history.

You're displaying personalized content based on consumer behavior and preferences by customizing interest paths that allow users from engagement all the way up through conversion. These smart journeys increase brand loyalty while also building trust by providing personalized offers and relevant content at every stage of the funnel.

SOCIAL VIDEO ADS



Jean Paul
GAULTIER

KENZO KFC®

KIA
KIA MOTORS

LANCÔME
FAUBOURG SAINT-HONORÉ

L'ORÉAL®



MediaMarkt

NESPRESSO

Nikon

nutella

Ω OMEGA

paco rabanne



PRADA



RENAULT

SamsOnite®

swatch

UBISOFT®

univé



YVES ROCHER

ZIGGO

Allianz Direct

AT&T



Carrefour

Centraal
Beheer

CITROËN

DIESEL

Dior

dpg media

Electrolux

ERSTE BANK

FedEx

GIVENCHY

Heineken®

HEMA

HERMÈS
PARIS

hollands
nieuwe.

HYUNDAI