

CONTACT US

PHONE

+381652381282

WEBSITE

www.lazarsto.com

E-MAIL

lazarsto@gmail.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

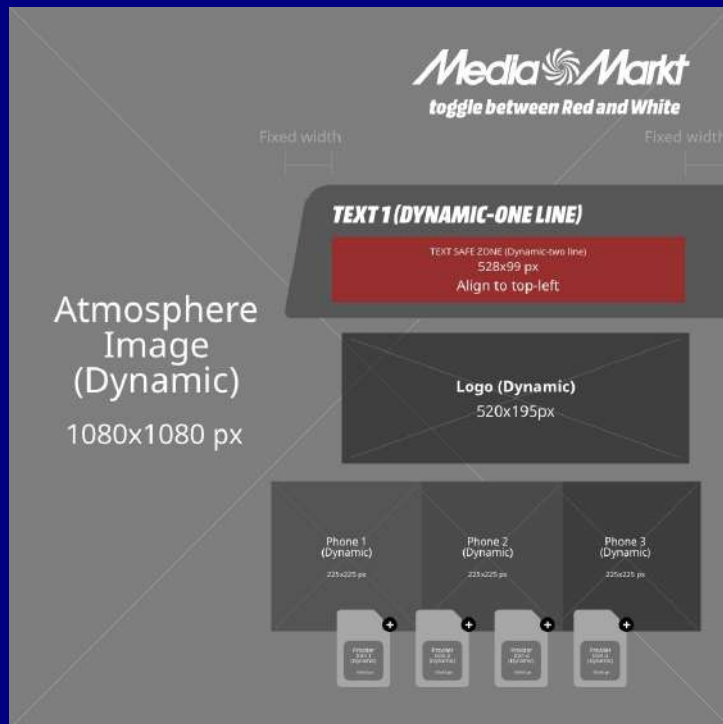
WWW.LAZARSTO.COM

WORK

DISPLAY

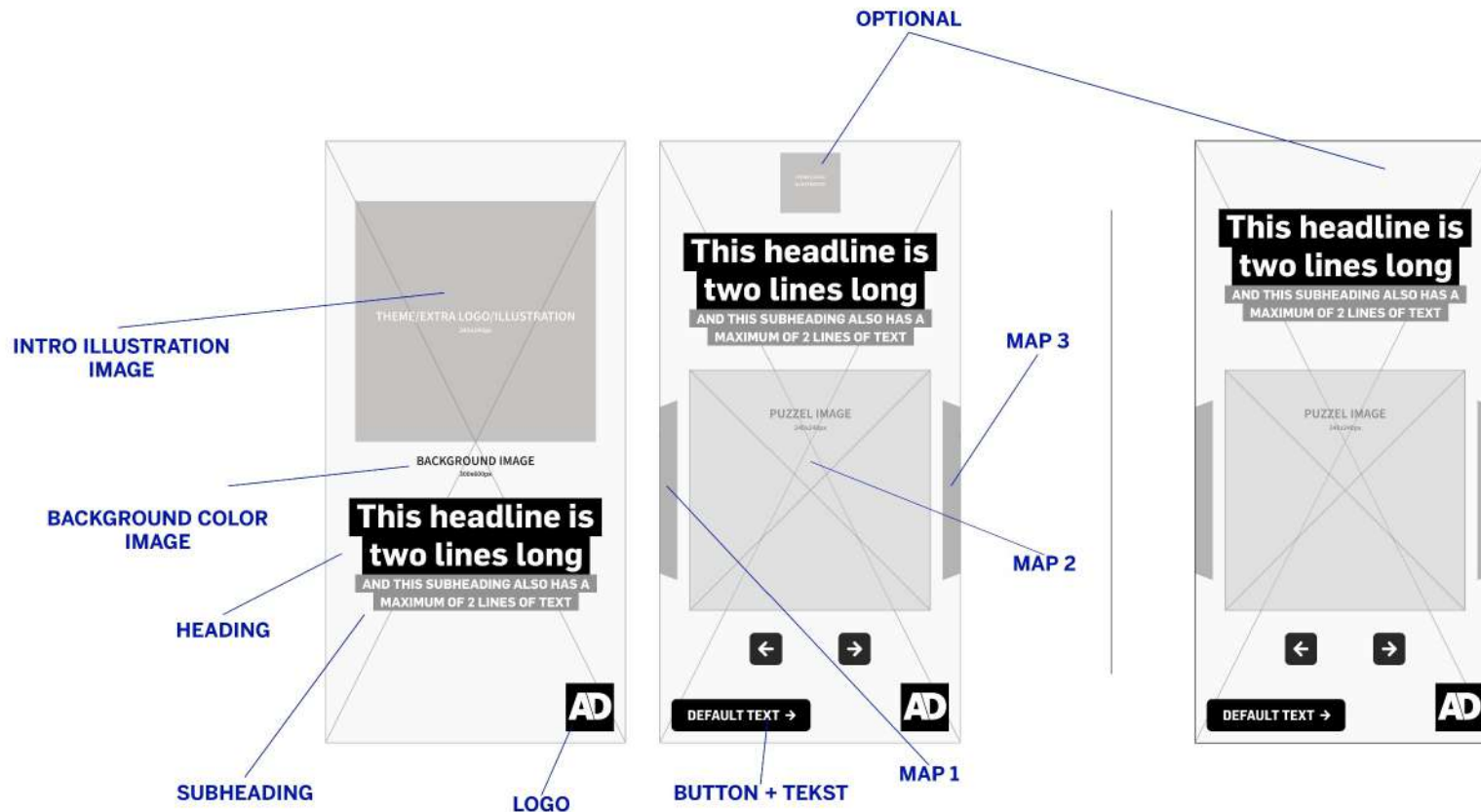
WWW.LAZARSTO.COM

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

HPTO—Right Skin_640x1600_Frame 1

MediaMarkt

KORTEN
Baby van vijf weken oud belandt in coma door drugsvervanger van papa: "Per ongeluk via vingers van vader binnen gelregen"

RECORD
Recordinflatie van 9,6%: hoogste niveau sinds 1982, voedsel fors duurder
Dwaal miljoen rookt omgekeerd: met leven was al duur, en gaat nog duurder...

NET BINNEN
12:16 **ANALYSE** Salto An derham is een overvloedige lach. Voorbij hij wel...
12:10 Echte premie De Coo: besprekt situatie van vrouwen in Cetera...
12:08 Grover last voor van verwoestende ra in Doornik
12:06 Dons meubelmarkt werd verwoest door op kunstbeurs in...
12:02 Ik ga naar de camping van Rock Werchter en ik neem mee... 12:02 hoo...

ALLE BERICHTEN

PHOTOGRAPHER
NATIONAL GEOGRAPHIC
prodomus
79

Video toont moment dat raket inslaat op winkelcentrum Kramershoek

Het festival leven veranderde
Gert (36) en Dietrich (46) verhuisden van Gent naar Boom: "Om 100% zeker te zijn van Tomorrowland-tickets"

Bedreigingen voor ploegleider Intermark, die uitdrukken Quinten Hermans countert: "Situatie is uit de hand gelopen, we willen ploegleider bewaren"

Metallica annuleert optreden op woensdag vanwege corona. Rock Werchter "hoopvol" over show vrijdag

Vrouw (34) wordt geïnformeerd na doodsbetredingen aan Natalia: "Boos omdat BV's mensen aanmoedigen om te feesten"

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WORK

WEBORAMA

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DPA ADS





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





Extra bite

buy 1 get 2

save 15%

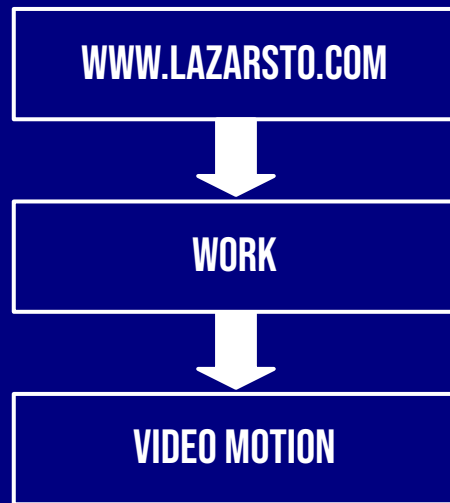
~~10,00€~~
7,50€

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-HONORE

L'ORÉAL®

McDonald's

MediaMarkt

NESPRESSO

Nikon

nutella

Ω
OMEGA

paco rabanne



PRADA

RENAULT

Samsønite

swatch

UBISOFT®

univé



YVES ROCHER

Ziggo

Allianz Direct

AT&T



Carrefour

Centraal
Beheer

CITROËN

DIESEL®

Dior

media
dpg

Electrolux

ERSTE BANK

FedEx®

GIVENCHY

Heineken®

HEMA

HERMÈS
PARIS

hollands
nieuwe.

HYUNDAI