Thomas James Thorstensson

Front-End Developer & Creative

Portfolio https://thomasthorstenson.co.uk

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About

A calm and adaptive professional, I have worked with established agencies as well as upstart ventures in Europe. I have a proven ability to think on my feet and I strive to create a productive synergy in my working environment.

Approach

I write my code and tags usually in the editor Atom.io, integrated with assorted packages. I use the windows command line for tasks like NPM and Git. Babel for transpiling, as I try to keep my JavaScript in ES6. For animation I use assorted libraries like Greensock, KuteJS and ReactCSSTransition. For things I don't know, I use Stack overflow ☺ Flexible; I am happy to work on responsive sites, SPA's, HTML5 banner campaigns […]

Education

October 1999 – May 2000: City University London, Diploma in Electronic Publishing
The course gave me invaluable insights into typography, online journalism and media law.

September 1997-November 1998 Birkbeck College London, MA Philosophy
Embarking on a dissertation on the Theory of Knowledge gave me a solid foundation in Logics.

August 1993 – May 1996 Lund University Sweden, BA Literature/Philosophy
My studies in European philosophy did much for my confidence and critical abilities later in life.

Skills

Languages
Mark-up: HTML5, JSON; Script: JavaScript ES6, ActionScript; Style: CSS3 (OOCSS)

Extensions
SASS

Package manager
NPM

Transpiler
Babel

Automation/Bundle
Gulp

Libraries/Frameworks
React, React-Strap, jQuery, RequireJS, Bootstrap 4, GreensockJS, KuteJS, Iconic

Coding tools
Atom, IntelliJ Idea, Git Bash, Cmd

Workflow
JIRA

Design tools
Photoshop CC, IllustratorCC, Lightroom CC, Adobe After Effects CC, GWD

Ad serving
DoubleClick, Sizmek, Flashtalking

Code samples/projects
Please visit my GitHub account for code samples:
https://github.com/thorstensson

HTML5 Banner examples

http://demo.thomasthorstensson.co.uk/_html5/mrtn/banner-970x250.html

http://demo.thomasthorstensson.co.uk/_html5/vodafone/300x250.html

http://demo.thomasthorstensson.co.uk/_html5/eadt/300x250.html

http://demo.thomasthorstensson.co.uk/_html5/ft/index.html

http://demo.thomasthorstensson.co.uk/_html5/three/index.html

http://demo.thomasthorstensson.co.uk/_html5/now/BT217_300x250_Morph_Anim/index.html

http://demo.thomasthorstensson.co.uk/_html5/now/BT217_160x600_Fast_Slide_Anim/index.html

http://demo.thomasthorstensson.co.uk/_html5/now/300x600/index.html

Experience

March 2018

Consultant. NKD
Worked with NKD as a developer/consultant on an interactive app for presentation of content for internal training programmes, for one of their large clients. Gave advice on best practices for

optimizing performance, so that the executable would run also on older machines. Performed extensive testing on several platforms to ensure optimal delivery!

July 2017-January 2018

Freelance flash game developer. Product Madness, London
Six-month contract, working as a <u>Flash</u> games developer, building Facebook games in ActionScript 3, based on the Robotlegs 2 framework. I used IntelliJ Idea as code editor, integrated with Git (and Github) and SourceTree. I was responsible for troubleshooting and coming up with solutions for a largescale casino application which runs within the Facebook platform.

May 2017-June 2017

Freelance HTML5 dynamic banner developer. Meteorite (MRM)
Developed and delivered numerous dynamic HTML5 double click banners for multiple languages, including Arabic. I had relatively free hands regarding how to transfer existing design templates (Photoshop Artboards) into hand coded animations and creatives. I managed to solve some JavaScript/CSS issues regarding the difference in length between English and Russian text. I also trafficked these banners for Q&A at the end of the project.

May 2017

Freelance HTML5 dynamic banner developer. Flashtalking
Build of HTML5 Double Click banners for some of Flashtalking's direct clients. The CSS and JavaScript needed to reflow the text and assets relatively within the banners, so that you could add multiple retargeting versions without having to recode each version. The banners where hand coded by me in Sublime Text, and a mix of JavaScript and the Greensock JavaScript library, was used for animation.

April 2017

Freelance HTML5 dynamic banner developer. BPL Business Partners
Designed several banner storyboards in Illustrator and Photoshop using artboards. These storyboards where for mobile brands such as Apple and Samsung. I also created several large static skins for home page integration based on specifications from various websites. Thereafter, I wrote the HTML5 and JavaScript and CSS animation code for all banners that I previously had designed.

January 2017-March 2017

Freelance HTML5 dynamic banner developer. Freedman International
For Freedman I worked on a variety of HTML5 banner campaigns, from Husqvarna to Electronic Arts. I learnt a lot from Freedman about paying attention to their internal process for quality assurance and production, since the team works both with local and remote developers; and this therefore becomes essential. Some of the skills involved here, to mention a few: Incorporating vector artwork within the banners, Base64 images, Photoshop Artboards, Greensock, JavaScript, and jQuery.

December 2016-February 2017

Creative HTML5 developer. DOOH
HTML5 developer and consultant on a hybrid project which involved Flash Action Script, HTML5, JavaScript, CSS3 and JSON. Working on both HTML5 and Flash applications for an internal network system. I was responsible for the adaptation of some product ad pages from flash to html5 and vice versa. The wanted my input on their own ideas, and how to best move forward, so I also acted as a consultant.

November 2016-December 2016

Freelance HTML5 dynamic banner developer. BPL Business Partners
Creation of several Dynamic and retargeted banners for both Three and Sony. Hand coded in Sublime Text 3, using jQuery, Greensock JS, CSS3 animations and vector art. The challenge this time was to also adapt some existing banners so that they performed better across browsers such as Firefox and IE9, IE10 and IE Edge. To improve cross browser consistency and rendering, I included the normalize.css library in minimized form.

November 2016

Freelance HTML5 banner developer. Toaster LTD
Demanding and creative banner production html5 work for Toaster LTD and Google Map. Hand coded banners in Sublime Text from concept to end product. Greensock JS, Create JS, JavaScript. The work also included some mentoring of a younger and inexperienced developer/creative.

September 2016-October 2016

Freelance banner developer & creative. Mohawk Agency
Creation of several types of HTML5 banners for Mohawk Agency, with niceties such as parallax scrolling and usage of CSS Sprite sheets and CSS animations, in combination with the Greensock GSAP Library. This work included not only desktop versions but also tablet platforms and careful cross browser testing. Optimization and minimization of code was another critical factor to meet very stringent file size requirements.

August 2016

Freelance banner developer & design creative. NOW Agency
HTML5 Banner creator for Now Agency. This work gave me not only responsibility for writing the code for the banners, but also in the case of the BT banners, for coming up with visual ideas and variations of each banner, not as a designer, but as a creative developer: creating with code different 'storyboards' for each banner. I had free hands to follow my own ideas, and write all the code from scratch, of course. An original usage of CSS3 animations provided me with some unusual animation concepts presented to a happy client.

July 2016-August 2016

Video banner developer & creative. Fin International
A contract to deliver some HTML5 Video banners for Fin International. The work was a combination of using Flashtalking's new Ad builder online editor and custom written code. I was also involved directly with Flashtalking in the Q&A process and helped with getting the banners trafficked to live status.

July 2016

Portfolio | http://thomasthorstensson.co.uk
Just updated my online portfolio: it now uses AngularJS routing to switch page views (data) which is operated upon by a super simple Controller. Nice. This is also often called one-page websites or single page websites (albeit single page websites probably are the wrong term here as you also can build non-angular html pages with tall vertical scrolls). My angular studies continue.

August 2015-May 2016

Freelance flash game developer. Gamesys
Contract Flash game developer at Gamesys London. A high paced working environment where I juggled many different balls every day. The workflow was tightly integrated with JIRA. Usually I worked back and forward on a few game titles every day. I worked mainly within IntelliJ Idea as an AS3 editor as this software really leverages such tasks as code refactoring and debugging.

June 2015-July 2015

Freelance banner developer & creative FCB Inferno
Development and redevelopment of numerous Double Click banners for the BMW series. Integrated with Greensock to create various effects and ensure maximum smoothness in the rendering of animations. My work also entailed deploying all the banners onto the Double Click platform and publishing them for Q&A with Google. I also worked on the design of a new template skin for the Auto Trader website. This work was done in Photoshop.

March 2015-July 2015

Freelance E-Learning developer. Balberry Publishing / York Press
Creation of a Flash based E-Learning CD for young students. The work for this project was done from my home office desk. With a target audience of young students, I put the focus on clarity in user interface design and layout. I wanted to write ActionScript code which would be nearly indistinguishable from an HTML counterpart: scrollbars should have the same behaviour (mouse wheel), and so on. I used the Robotlegs MVCS framework.

February 2015-March2015

Freelance flash application developer. Hive
Responsible for updating and adding functionality to an ActionScript and XML driven page flip magazine with content targeted towards medical professionals. Interactive work which required a good

understanding of both ActionScript and Animation. Visual data in the shape of flowcharts and tables were also integrated into the flip book and the project delivered on time.

January 2015-February 2015

Freelance banner developer & creative. Velocity Partners
Responsible for updating and adding functionality to an ActionScript and XML driven page flip magazine with content targeted towards medical professionals. Interactive work which required a good understanding of both ActionScript and Animation. Visual data in the shape of flowcharts and tables were also integrated into the flip book and the project delivered on time.

November 2014-December 2014

Freelance banner developer & Creative. MRM
Worked on one of their Microsoft Campaigns to create both static and Flash banners in various formats. I tried to find a generic approach to the delivery of a large set of banners by building them around a by me written ActionScript class that came with a small footprint (file size). This meant that new banners could be created easily without having to rely on massive timeline animations, which would have been harder to optimize for.

October 2014

Freelance banner developer & creative. McCann
Creative DoubleClick work to build rich media and standard banners for the EE mobile network. Their trademark usage of particles/dots in their online Flash banners but also in their print ads needed to be captured in a new and interesting way in the Flash banners I built. I had quite free hands on this and wrote the code for the effects myself (rather than using the 'particle effect template' that Publicis created for EE in Flash some years ago).

August 2014-October 2014

Freelance banner developer & creative designer. TAG Worldwide
Role with TAG worldwide in Farringdon as Flash developer and Designer. Design and layout of several static banners for mobile and other platforms, in Photoshop. Build of banners for various brands such as Lexus, working across both DoubleClick and Mediamind platforms. Publishing of banners for Q&A and also managing creation of new Campaigns in the Mediamind platform.

June 2014

Freelance banner developer & creative. Space66
Worked with Space66, a great agency, on several of their rich content banners. This work required a good understanding of seamless transitions within expandable formats, compression techniques for non-politely loaded content, and experience of dynamic data that can be updated post compile time.

March 2014

Freelance banner developer & creative. Substance001
Produced Flash banners for Substance for a range of movie campaigns such as the Nelson Mandela the Movie. Animated and Coded banners (Greensock) for them for both the DoubleClick and Media Mind platform. A lot of the storyboard was created at the keyboard if you so wish, and gave me the creative freedom to come up with ideas for transitions and effects.

January 2014-February 2014

E-learning developer. Videotel
Worked for Videotel as an E-learning developer on their various maritime training and education products, delivered on their custom hardware platform, and written in Flex / XML / PHP. This meant leveraging Flex not only from a Coders perspective but also from a pedagogic perspective. I did a fair amount of research into the maritime world of e-learning and the challenges it presents to trainees – as someone looking at the body of knowledge, as a novice.

October 2013-December 2013

Freelance banner developer & creative. Craftww
Developed several banners for Craftww for the Nespresso coffee brand. I also worked on multiple formats for the web and for tablets, for the Nelson Mandela the movie campaign. Some of the formats included the Cascade format which as of late been featured on many websites. Another format was the InSkin format which wraps around a webpage. I also part timed as digital producer of these banners, as their producer got sacked during work hours.

May 2013-November 2013

Flash video application developer. Streamworks International
Streamworks worked with such partners as New York Times, AP, and Ruptlytv. For them my role was as interactive developer on the OSMF and Strobe Media Playback framework. The work flow ran parallel to the development of an HTML5 version of the player in collaboration with another developer. Some of the technical features I was responsible for implementing: Bitrate switching, advertisement pre-roll skip functionality, social overlay menu, integration with addthis.com analytical data.

February 2013-April 2013

Flash application developer. Digital Annexe
I have worked with Annexe several times. They are a full-service agency focusing both on print, micro sites, campaigns, and larger site builds of an interactive nature. With Digital Annexe I was responsible for maintaining their day to day code repository and revisions to past projects, as well as for building several new sites or micro sites from scratch.

January 2013-May2014

Flash developer. Studio44
Worked for studio44 in Barcelona on several of their banner campaigns. Their work was campaign focused: Double Click, Flashtalking, and Eyeblaster mainly. Double Click was of most importance and I created several synchronized banners, video banners, and takeover banners. Sadly, I was not ready at this point in time to leave Barcelona for London and ended up leaving town. One of the nicest agencies I ever have worked with! A great atmosphere!

December 2012-January 2013

Flash banner developer. Ogilvy Redworks
Worked with Ogilvy Redworks on several of their banner campaigns, responsible for covering for their permanent Flash developer. The banner work included both the DoubleClick and Eyeblaster platforms. Amongst other things I worked on an interactive banner for Expedia which was built purely as a Flashbuilder project and linked to Expedias Booking system. It enabled users to book flights from within a banner as their drop-down choices and selections at the endpoint were handed over as URL variables to the Expedia API.

October 2012-November 2012

HTMl5 newsletter developer & flash banner developer. VCCP Me
Delivered a large series of interactive Banners for VCCP Me, a company that I worked for on several occasions. Responsible for the full cycle of taking Illustrator and Photoshop designs into Flash and optimizing them and creating a generic code framework that enables you to build several banners based on the same code. I also built an HTML newsletter for them, for their client Barclays. This was subdued to cross browser testing.

October 2012

Flash banner developer & creative. Sapient
Worked for Sapient on a banner campaign, delivering several banners for one of their main clients. Work included interactivity and conversion of some existing banners from AS3 to AS2, this included the Greensock API. I also worked on a big takeover banner, which I built as a Robotlegs project in Flashbuilder. A project built to be scalable as more content was to be added later on.

October 2012

Flash banner developer & creative. Publicis Chemistry
Publicis Chemistry is a full-service agency focusing on innovation and public relations. For Chemistry I worked on the green EE network banners that have had such a widespread coverage as of late. My work was mainly focused on optimization of existing code as the banners relied on a 3d particle system that needed some refining. This work was mainly directed towards the Yahoo and Double Click platforms.

September 2012-October 2012

Flex developer. Hogarth Worldwide
Hogarth Worldwide is a global company that provides Marketing Implementation services, and creative applications. Worked with Hogarth on an exciting veterinary Flex application to rebuild it and integrate it with support for the Japanese Language. The work included editing and teaching some XML editing options to their in house Japanese translator and reconfiguring several views to format properly with Japanese characters.

August 2012

Flex developer. EHS4D
For EHS4D's account I worked on one of their Flex based car micro-sites for Facebook. As is often the case with Flex, applications can grow very large in a non-modular and not so OOP principal way as views are tied to data. My task was to amend and re-factor the existing code some, which also tied into Away 3D, to make it execute with less lag and less CPU usage. There was also an element of re-skinning the application. The latter was enhanced by using states to enable an easy way to switch designs without affecting the code.

August 2011-September 2011

Flash developer. CST The Gate
Flash Developer for CST The Gate. Managed all their banner campaigns and created banners for DoubleClick, Flashtalking, and Media Mind. Another important aspect of this role was to teach Flash in sessions of internal training to their creative studio. This included me writing course material and giving hands on lessons in ActionScript 3 and the bridge from ActionScript 2 to 3 by presenting the Event Model and the Display list among other assorted things.

June 2011

Flash application developer & designer. Stereocreative
For Stereocreative I worked on a challenging application. I was responsible for developing was a QuickTime VR simulation done in Flash, again built with Robotlegs using the MVCS structure. Another API's used here to mention was LoaderMax by Greensock. A quite robust and method for loading images was developed using dedicated Service and Proxy classes. The links for this project are yet not live!

May 2011

Flash banner developer & consultant. Positive Digital
Worked with Positive Digital on several projects, with platforms such as Flashtalking and Mediaplex, and API's such as Google maps. Delivered ad banners based on concept design and art direction for a variety of their clients. Some of the banners where technically advanced and required a sound OOP approach to AS3. In the case of Flashtalking I also learnt the full cycle of deployment and documented it for them.

April 2010-December 2010

Creative consultant and developer. Booz & Co
I been working on and off with Booz & Co for a year delivering media players and micro websites. The first link above demonstrates one of the media players. Their previous player was based on the Media Component and written in AS 2.0. I replaced that with the FLVPlayback Component, re skinned it and added playlist functionality according to brief. This was integrated into their Atlas CMS. The second link showcases the CDS website I did for them, a modular based AS 3 site driven by xml, and integrated with SWFAdress for SEO optimization.

January 2010-February 2010

Flash games developer. Evolution Gaming
Worked for evolution gaming on their online casino games. Work included coming up with a thin prototype for their new game lobby which was being remade to present all the games in a more engaging way. We looked at various ideas for user perception and how to 'pull' a site visitor into the content.

References on demand
Please contact me and I will provide up to date references of current work.
—*But, I would like to know more! Sure: http://thomasthorstensson.photography*