Rex Alexander Cartagena

Multimedia developer and designer

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summary();
objective();
experience();
skills();
education();
references();

public function summary()
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I am a Multimedia Developer and Designer with over 15 years of experience in many areas of the tech industry such as web/mobile development, advertising, social, gaming, and education. Gathered experience includes -and not limited to- software engineering, UI/UX, graphic design, audio/video editing, frontend/backend programming, game design/development, agile prototyping and animation.

With the combination of these skills, independently, I am able to build projects from concept to completion or cooperatively, complement a team on the various stages of development.

I also have experience in educating and consulting clients/team members in the process of troubleshooting and debugging various projects.
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public function objective()
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Be part of a company to integrate my multimedia skills and experience from different areas to create a great, well designed, functional product or experience for the audience. Along with sharing my knowledge, and teaching future prospects in the industry.
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public function experience()
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Interaction Developer, Adobe
Emeryville, California — December 2016 - present

Tubemogul got acquired by Adobe and my position now has more integration with the product team. I work on client projects and template work for the contractors (and assisting them on any issue), plus work with different teams on solving bugs or platform issues. Other duties involved working along with QE for live testing and debugging, to solve any present problems as a QA engineer would.
My everyday is juggling between Jira, GitHub, creating client projects, editing the HTML/CSS/Javascript templates, Update the Adobe Ad Gallery in ReactJS, working on new ad tech prototypes, testing on mobile, video editing, graphic design, pushing the limits of our software and switching to other Third-Party such as Jivox and Celtra for certain client projects.

Accomplishments
- Prototyped and implemented new features to our current offering.
- Updated and maintained the Adobe Custom Creative Ad Gallery client facing website.
- Developed and tested new ad unit experiences for new client offerings.
- Worked on and delivered live ads from over a 100 high profile brands.
- Helped troubleshoot successfully various projects from different teams in other locations, saving the company and client money.

Web Developer/Designer, TubeMogul, Inc (acquired by Adobe)

Emeryville, California — September 2015 - December 2016

The company needed someone with both gaming and advertising development experience plus someone that could assist their team with their Flash to HTML5 transition. I joined in and learned their framework and API in a week and started producing ads in their platform for their high profile clients. At the same time started instructing the team the pros and cons of HTML5 advertising and how to make it still work as dynamic and fluid as a Flash unit. In every project I work with the design, user experience and overall programming of the interactivity.

Accomplishments

- Created new HTML5 templates that have the same executions as their previous Flash units.
- Assist the Lead developer in helping the team of contractors.
- Provided an interface API for the Flash to HTML5 conversion to work with the platform's framework
- Opened the opportunities for gaming on the platform.
- Provided both in-house creative design and development for big clients.
- Worked on ad innovation for the company's inventory.

Lead Web Developer, CBS Interactive

San Francisco, California — February 2014 - September 2015 (Full-time)
San Francisco, California — September 2015 - April 2017 (Part-Time Contractor)

Was approached by the company because they were looking for someone with programming experience -web, mobile and gaming-, in par with creative and design skills in the digital advertising field. Working as lead developer for the Entertainment, Sports and News network doing rich media ads, API work, and coming up with new dynamic ad units responsive for web and mobile.

Accomplishments

- Was chosen by the VP to lead the development of new rich media units.
- Helped the ESN department develop new dynamic units.
- Helped the team with easier transitions from Flash to HTML5.
- Opened the opportunities for gaming on the platform.
- Made tools and HTML5 templates for designers for fast production.
- Won third place on the 2015 Hackathon with a Disruptive takeover ad.

Technical Artist/Programmer, Gig-It!, Inc

Santa Clara, California — Three month Contract 2013 - 2014

Jumped in on a two week crunch mode to hook up all the UI from the artist for the rest of the engineer team. My Job was to evaluate the art, knowing how the existing UI worked and with the current available code framework make the best implementation of the UI with those resources available. After delivering the game jumped to the next game on production to deliver in the following month.

Accomplishments

- Pushed over 20 game screens, and made them code ready.
- Helped the artist to learn how to implement the art to be code ready.
- Made the job easier for both artist and engineers and having all the assets ready and be delivered on such a short time.

Front End Developer, Konami
San Mateo, California — 2013

Worked on the legendary company on its MLB Dream Nine on Facebook, and also developed many prototypes using different code bases such as Flash, Starling, Cocos 2DX with C++.

Accomplishments

- Implemented revenue earning features such as TrialPay and other features that promoted revenue on the Facebook game.
- Implemented team and race dynamic colorization for the baseball teams and players. Also did State/Map unlocking system for Scouting.
- Sole engineer to work on the gameplay of a prototype along a designer for the Android platform, besides doing the code also did, animation, art and particle effects.
- Learned new code frameworks in a day or two to do game prototypes targeted for iOS devices in a tight deadline.

Lead Developer, Red Patch Games
San Juan, Puerto Rico — 2012

Founded the company and worked as lead developer for couple advergaming, platform and action games projects for Facebook and mobile. Besides developing the games I was in charge of the front-end and back-end engineering of the game in its different platforms. Also did many talks regarding game development under the company name at Microsoft and colleges.

Accomplishments

- For T-Mobile USA under an agency, programmed the game **Culsonic4G** for Android and Facebook. Game was rated 4.8/5 in Google Play.
- Developed a music app for T-Mobile.
- Worked on the first game for an artist on the island, **Gangsterlandia** to be released at a game convention.

Software Engineer, Loot Drop
San Bruno, California — 2011-2012

Joined the start-up social game company as part of the core team of 5 programmers composed of John Romero (Wolfestein 3D, Doom, Quake) and other industry veterans and worked on the core engine for all the games in the company.

Accomplishments

- Implemented and coded most of the UI in **Cloudforest Expedition**.
- Worked on UI and behaviors on **Pettintong Park** along with Tom Hall.
- Implemented and coded UI and other behaviors on **Ghost Recon Commander.**

Flash Developer, Zynga
San Francisco, California — 2010-2011

Hired and relocated to work on the top game developer for Facebook. Was part of the **YoVille** team and worked on features and then on asset integration; implementing, coding and pushing hundreds of assets a week and then debugging and troubleshooting them once in production. Later worked as Technical Artist/developer for **FrontierVille**.

Accomplishments
- Worked and released the energy feature for **YoVille** as part of a small team, doing UI and energy behaviors and assets.
- Came with the concept of arcade cabinets assets with mini games in **YoVille**. Integrated the system, coded the games and released it, making a highly sold/requested item in the game.
- Implemented, coded, pushed and troubleshooted over 200 items in less than a week.

Web Programmer, Lopito Ileana and Howie
San Juan, Puerto Rico — 2010

Worked with different campaigns for Social Media.

Accomplishments
- Oriented the whole company on the way of social media and virtual worlds for advertising and marketing.

Multimedia Developer, Primerahora.com
San Juan, Puerto Rico — 2006-2010

As part of the sales department of a newspaper website my duties were to work with many agencies for their brand clients like 3M, Coca-Cola, Pantene, 20th Century Fox and many more to be published on the website, doing interactive/dynamic ads and mini promotional sites.

Accomplishments
- Developed and designed award winning animated/dynamic ads.
- Directed an in person video floating ad for Coca Cola that involved not only animation and interactivity with other parts of the site.

Professor and developer, Atlantic College
Guaynabo, Puerto Rico — 2003-2007

As a professor taught over 9 different courses regarding graphic design, animation, web design, web development, portfolio development, video editing, digital photography and game development.

Accomplishments
- Paved the way for game design and development courses at the college by preparing the first course of game development.
- Built a digital test system for a Computer introduction course.

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public function skills()

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- Programming in different technologies: HTML5, CSS, PHP, Javascript, JSON, ReactJS, MRAID, ASP, LINGO, ActionScript (AS2,AS3), XML, VB, Cocos2DX/,C++ , and more with the ability to learn and execute new ones on the go.
- Experience with APIs such as Facebook API, Twitter, YouTube, etc.
- Graphic Design using different softwares like Photoshop, Illustrator, Fireworks, Animate or others with a similar interface.
- Web development, hand coded or using WYSIWYG software like Dreamweaver, Google Web Developers or others with similar IDE.
- Game design and development experience gained working in the industry and by creating, developing and publishing over 30 independent games on the web and cd-roms.
- Teaching and instructing skills, capable of educating a large audience and doing tech talks at conventions.
- IDE: FlashBuilder, FlashDevelop, Brackets, IntelliJ, Xcode, Visual Studio Code.
- Experience with Jira, GitHub, NPM, Basecamp, Slack, AWS.
- Third-Party ad tech with Adobe Advertising Cloud, DoubleClick Studio (+Enabler API), Sizmek (+EyeBlaster API), Jivox, and Celtra.
- Video and Audio editing like Premiere, Audition, and others with similar interface. Animation and motion graphics with Animate and After Effects.
- Work experience with Adobe Creative Suite, Microsoft OneDrive, Google Drive, WordPress development.
- Musician, I create my own music for my projects playing keyboard, guitar, bass and drum programming.

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public function education()

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Art Institute of Fort Lauderdale
BA in Multimedia Programming and Web Design — 1999-2003

Started in the Computer Animation program, then eventually switched to Multimedia but already with a good, graphic design, and animation education which complemented many of my multimedia program projects. Graduated with the best multimedia portfolio in class.

Industry conferences
Constantly assisting different tech talks regarding new technology and programming languages to be up-to-date, this includes, Gaming Summits, HTML5 conferences, mobile development workshops, Adobe Converge, etc.
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private function references() {

Available upon request.
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