Filippo Gregoretti

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Curriculum Vitae

Focus On:
- **Over 20 years experience as client-side developer, project manager, UX/UI designer, strategic planner, application architect, API design.**
- **Cross-platform development of Apps for Android, iOS, Windows and OSX with shared codebase.**
- **JavaScript Canvas games and applets, html5, css, json, xml.**
- **Apps development: quick prototyping, games, corporate, kiosks, networked apps, marketing, cross-platform.**
- **Adobe AIR specialist. Adobe CC suite specialist. Experience in video editing, image manipulation, vector graphics, sound design.**
- **Touch applications, tablets, smartphones, desktop**
- **PM tools, Jira, Trac, Git, Svn.**
- **Willing to learn new technologies, quick learner, good social skills, independent, objective driven, problem solver.**

Latest experiences
- 2016/2017/today – Developer, UX/UI – Bunco Bonko – browser/apps multiplayer game. Iso Interactive (USA)
  - Facebook browser game / App (Android/iOS). Multiplayer Bunco game with extensive Facebook integration, in-app purchases, Google Firebase functionalities.
- 2016 – Developer – MediCinema, People for Life Apps
  - App (Android/iOS) for employees roster visualization with dynamic content. Development, design.
  - App (Android/iOS), HTML5 Canvas applet, booking and ticketing for cinema screening in hospitals. Canvas applet for seats selection. App for ticketing with QR-code scanner and local cache.
- 2015/2016 – Developer/Cross-platform Solutions architect – Sectorlight – London
  - Re-engineered the whole app framework. Developed a system to control big presenter screens from iPad devices. Developed a local UDP P2P ring to locally control, in security, big screens from devices. Created blueprint applications to export marketing apps. Architected online/offline systems. 20% of time on-site, 80% telecommute.
- 07/2015 – Lead Developer – EPOPS – Italy
  - Developed a system and a set of libraries to produce "head-cut cartoons" in Javascript/Canvas/HTML5. Local app to synchronize heads positioning with movies, and JS library to superimpose user heads on movies. System to incorporate in-browser video play on small iOS devices with head positioning (iOS small devices never allow to show movies in page, but open fullscreen media player. I did overcome that limit).
- 06/2015 – Developer/Designer – SectorLight - London
  - Updates/Optimization of kiosk interactive project (Video Editing in After effects, Vector/Bitmap manipulation, ActionScript 3 development). Design and Development of ClickTag banners.
- 01/2015 >> 05/2015 – Developer – Quick/Sterling USA – cross-platform info board
  - Interactive display in Adobe AIR for kiosks, devices and desktop computers, to display departures/arrivals of highly critical shipments. All customizable in behaviour and presentation.
- 10/2014 >> 12/2014 – Lead Developer/Architect – We Are Social IT/Lavazza – Video Chat Alarm Clock
  - For a Lavazza promotional event the goal was to customize a small number of Android devices into wooden vintage alarm clocks, and deliver them to celebrities in the US. A Centralized desktop system in a TV Studio would activate video-chat features in the alarm clocks at it's first alarm, with the same actors of the commercial Ad. Being a one-time event, stability and connectivity had to be reliable and primary. Technology used: Adobe AIR for the device alarm, Flash for the centralized TV studio. All in ActionScript. P2P video communication with fallback Adobe Media Server on Amazon.
- 09/2914 >> 10/2014 – Lead Developer – Bradley Dyer Media UK
  - Touch screen technology to showcase a new development to be installed at the Science Museum in London, with attached physical model ligthing controlled by app. Adobe AIR and ActionScript.
- 05/2014 >> 09/2014 – CTO/Architect – Poochtech LTD
  - CTO in a startup producing a physical device, connected to apps on Android and iOS, with a large network backbone. I produced all technical specifications, wireframes, user-cases, data model and software architecture. Technology agnostic.
- 11/2011 >> 02/2014 – Lead Developer/Architect – DigiatlFun/Lottomatica/GTECH UK
  - Produced a large Social Casino with Texas Holdem Poker and Roulette, for online, iOs and Android. I designed the whole system architecture, and developed all game client for Desktop and Devices, and server game logic. I lead a team of 5 developers. The goal was to produce an application with 90% of code shared amongst desktop and devices, multilanguage, where players could play together on different devices. ActionScript, Flash for desktop and Adobe AIR for iOs and Android. SmartFox Server as game server. XML/Json for configuration, localization and data. LAMP for restful server API. SVN for versioning. Trac for bug management. TestFlight integration on devices.
- 01/2011 >> 10/2011 – Lead Developer/Architect – Takamul Smart Games (Saudi Arabia)
  - Produced a platform for on-line playing of popular games in Saudi Arabia (Baloot, Turneb and Hearts). The goal was to produce an installable app in English and Arabic to play online popular arabic games. ActionScript, Adobe AIR,

SmartFox Server, Json/XML for data structures. JavaScript/Jquery. Challenges: localize a portal and an application in english and arabic, with right-to-left languages.
- 06/2010 >> 12/2010 – Lead Client Developer/Architect – Ecards Media UK ltd.
  - Produced a customizable cards platform, where online users could customize wish cards, and a server platform loaded data and produced high-resolution images with cut-marks and bleeding to upload on printer servers, and ship to user in printed version. ActionScript, Flash, Zinc, LAMP.
- 01/2010 >> 06/2010 – Lead Client Developer/Architect – Ecards Media UK ltd.
  - Produced a customizable "headcut" cartoon platform. After my experience producing JibJab Starring-you platform I produced and refined several versions. The goal was to setup a platform where designers could upload customizable cartoons and interactive cards, where users could upload thir photos, vut heads, and place heads on actors. I designed the whole system and API, developed the client side movie player, headcutter and cartoon editor in ActionScript and Flash.

Some clients

TIM spa, Ecards uk ltd, Gogofrog Pty Ltd., Motorola LLC, Pixlart ltd, AvAcademia AG, BRS AG, Formez spa, Euform spa, Iridium llc, Telecom Italia spa, Tin.it spa, McMillan UK, Asia Events ltd, RAI, Cuspes, Birindelli e Associati, SIU, Pubbli-A, International Alert UK, Telespazio, Editalia, Regione Lazio, Tryarc INC., JibJab.com, RIM, GTECH, Lottomatica, Bradley Dyer Media, etc.

Technical Knowledge

Strong expertise in: ActionScript 3.0/2.0 OOP, XML, JSON, DOM, Adobe AIR, TCP/IP, Information Architecture, Social platforms integration for desktop and devices, team production practices, Client/Server distributed network environments, real-time gaming best practices. Networking and tcp-ip issues. Audio and Video Hardware / studio production techniques. DataBase integration techniques and LAMP developers team coordination. Cross-platform applications and formats. Content and Assets Management. Standards validation techniques. Usability/Accessibility issues. Search engine optimization. Video/Audio/Image formats. UX. SVN-Git.

Last decade of relevant production experiences:

2012/2014 – Online Casino (IT/UK) - Details still on NDA – lead developer, technical design, architecture, team leading, server game logic, client-side development, of a large Online Casino for one of the biggest european gambling companies. Developed client for Desktop, Android, and iOS, playing on the same server, with 99% of code shared amongst all devices. Actually on Facebook, Apple AppStore, Google PlayStore.

2011 – Takamul Smart Games – ArabGames Development and architecture stand-alone app for multi-user real-time Baloot card game**.** Adobe AIR client for OSX and WIN, and server game logic in SmartFox Pro.

2011 – Ecards.co.uk – UGC Printed cards – Developer and architect – Web-to-print UGC wish cards designer and high-res renderer.

2011 – ENEL.it – AS Developer, Intranet multi-user online advanced social visualization system.

2010 – NothingGrinder Inc. (UK) – Android interactive maps application

2010 – ENEL (It) – World environment day – Flash Interactive game

2010 – ENI (It) – Multi-user video chat system with file repository, text chat, real time video chat, etc.

2010 – Mango EU – Flash based multi-language dynamic website

2010 – Poken (USA, Switzerland) ActionScript dev: timeline for the new 2.0 hardware driven social network.

2010 – Casabi Inc. (USA) – www.casablast.com . ActionScript dev: Huge dashboard application to manage family tasks, messaging, calendars, todo lists, ads, forecast, etc. - Planning, project, development, client-side team leading.

2009 – Servizi Interattivi (It) – ActionScript dev: Digital Sitting, complex application to manage seats of fashion events.

2009 – Hpnotiq (USA) ActionScript dev: Headcut application to substitute heads in a movie with user heads from uploaded photos or facebook albums.

2009 – Telecom Italia (Italy) ActionScript dev: TI-Quality, national intranet and flash applications to manage staff social networking and client management for the biggest phone company in Italy.

2009 – Bolla (Italy) www.incontroardito.it – ActionScript dev: Highly visual and animated flash website. Content and structure totally xml driven.

2008 – Altran Italia (Italy), ActionScript dev: AIR Cd-Rom production.

2008 – TimTribu.it (Italy), ActionScript dev: New scrapbook application for TIM. App to design your own garage.

2008 – Ecards.co.uk (UK), www.ecards.co.uk - ActionScript dev: Headcut, Casting, Movie management application.

2008 – MyOpenCare.com (USA), ActionScript dev: E-learning assets management and path design application: H-Book. Manages audio, video, assets, images and text. Powerful grafical interface.

2008 – NuovoCasinoDiCampione.it (italy), ActionScript dev: N.8 on-line gambling casino games. (Roulette, Chemin de fer, BlackJack, etc.

2007 - JibJab.com (Usa), ActionScript dev: Head ActionScript 3.0 flash programmer for Starring You casting. UGC personalized cartoons with jaw and head cut in sync with audio.

2007 - RomaFictionFest.it (Italy), Chief of the Internet and project leader for the Rome Fiction Festival 2007.

2007 - PalmDreams.eu (Italy), Chief System Engineer and R&D Manager for the TV 2.0 project TEEWOO.

2006 - Onsitedirectglobal.com (Australia), ActionScript dev: Client-side technical direction for a world-wide on-line real estate investment system.

2006 - BRS AG (Germany) For BRS, a german company specialised in high-bandwidth multimedia content delivery, I engineered and programmed a system in ActionScript 2.0 to manage and deliver web portals with high amount of media content. Production included the client web delivery system, and off-line stand alone management application.

2006 – Gogofrog.com (Australia) ActionScript dev: SmartFox PRO real time multiuser 3D virtual world.

2005 - PixlArt.com ltd, (Australia) ActionScript dev: Technical planning and ActionScript programming for the WSM 2.0 Content Management System and Flash Components Architecture.

2005 – JiliTour (China) Information Architecture and system design for the web presence and extranet of the italian-chinese Logistics company JiliTour, based in Beijing, China.

2005 - HeartLand, (Italy) Production coordination, SEO, e-commerce tools for editorial website.

2004 - AV-Academia AG, (Switzerland) ActionScript dev: AV-Tools 2.0 on-line CAD/CAM 3D RIA.

2004 - Birindelli e Associati, (Hong Kong) ActionScript dev: bea-law.com website.

2004 - Formez spa, (Italy) Production Design, Information Architecture and Usability Consulting for the italian Ministero della Funzione Pubblica on-line university.

2004 - Euform SPA, (Italy) Online italian government television. ActionScript dev: several widgets. Team leader.

1994-2003 – Websites, kiosks, cd-roms, CMS, advanced flash projects, etc.

Life Professional Timeline

- **1981** – develop my own games and apps on Sega-SC, CBM64, ZX Spectrum, TI99, MSX1/2
- **1986** – produce professional tracker music, animations, sprites and illustrations on CBM Amiga for several italian software houses and agencies
- **1993** – Moved to Stockholm as Art and Creative director for Taboo Ent. Group/New Media Studio, producing top-selling Cd-Roms for worldwide market
- **1994** – Founded Alpha Channel Interactive, agency specialized in creative productions for new media
- **1995** – Launched NeT-ArT, first dynamic on-line portal about arts and new technologies
- **1998** – Founded ForteYang, Agency specialized in consultancies for software, web, interactive video, Cd-Roms, interactive business cards, with big range of international clients
- **1994 to 2004** – Full time CTO and Creative Director for both agencies, producing uncountable projects for on-line and off-line. Cd-Roms, Games, Portals, Complex Software, CMS, publishing systems, Interactive kiosks, Screen Savers, large distributed system for the international market, Web-to-print infrastructures. Won several prizes and awards. Amongst the pioneers to produce stunning Flash content and dynamic software.
- **2004 to now** – Happily freelancing for international agencies

Hands-on Applications:

Developer specialized in JavaScript and ActionScript 3. Visually rich applications. Custom reusable UI components.
Adobe AIR architecture and production of Apps for multiple devices supporting social platforms integration, in-app purchases, with 99% of code shared. ActionScript 2.0/3.0 programming, interface design, motion graphics, video and sound management for Rich Media Applications and Games, complex a/v applications and on-line/off-line projects. Streaming audio/video. Complex user interaction. Multi-user environments. AMF protocol using Remoting or AMFPHP. Multi user messaging with SmartFox or Red5. External datasets integration. MySql and XML datasources integration. - **Bitmap Graphics** manipulation software such as Photoshop, etc. - **Vector graphics** such as Illustrator, Corel Draw, Freehand, etc. - **Video Editing** and post-production such as Premiere, After Effects, Media Composer, etc. - **Audio Editing** and music production such as Pro-Tools, SoundForge, Cubase, Massiva, etc.

Languages:

Italian, *primary.* **English***, fluent.* **French,** *fluent.* **Spanish** *good.*

Academic:

Diploma at the Fine Arts School of Rome.
Graduate at the Fine Arts Institute of Tivoli, Computer Graphics & Design.
Postgraduate in Illustration, Design and Cartoon Animation at ICEI Multimedia, Rome.
Master in Management of New Media Production at O.C.O.F.A., Rome (EU Media Programme).

Creative skills

- ! Due to my background studying and working also as designer, illustrator, animator and film maker, I gained deep knowledge of production and creative processes for both traditional and new media. Character animation, CGI Animation for TV and Film, Anatomy design skills of human body, Motion Graphics, Colour Theories and applications, fine arts production techniques, drawing and painting, airbrush, etc. (All fine arts techniques and materials, DTP, pre-print & print production, CGI, 2d and 3d CGA and handmade animation).
- ! Music has been also a primary expressive aspect in my life as well. I studied piano, composition and sound design. I often design the score for multimedia productions music or films soundtrack, and design interface sound elements. Proficient in music production and sound design techniques. (Studio prod., Voice recording, jingle and music production).
- ! Experience also as Video Maker and producer for short films and documentaries (clients include: Electa Multimedia, Iridium LLC, Magika spa, Euform.it spa, Fondazione Memmo, etc.).
- ! These experiences, together with my life-long passion and career in IT and software development, and 10 years leading 2 international agencies, give me a broad view on all aspects of complex IT project production processes.

Teaching, speaking and writing Experiences:

FTP – Digital Media Conference (Singapore) – Speaker at the new media conference focused on the exploration and strategic vision of new technologies and media markets. Title of the Seminar: Fire Up On Flash.

Rich Internet Applications Seminar – (University Bicocca of Milan, Italy) – Teacher at the Bicocca Technical University in a seminar to develop strategical and technical skills in the planning and development of complex interaction systems and interfaces.

Flashability.it – *Articile titled: "Flash and User Experience".*
Kinetic Flash Inspiration 2.0 Kuala Lumpur (Malaysia) – Speaker at conference about Stand-Alone Application Programming and CMS Interfaces built with FlashMX and advanced ActionScript.
ActionScript Workshop – (Singapore). Teacher at a professional advanced ActionScript workshop on the topic: *Programmatic Motion Graphics with FlashMX.*
Flashability.it – Articile for an italian usability website about "Building a CMS with Flash".
Kinetic Flash Inspiration 1.0 (Singapore) – Speaker at conference about CMS Applications built using FlashMX, and audio and music production for on-line multimedia products.
Wrote several articles about **Flash, ActionScript and general Multimedia Production Techniques** for international websites and publications.
Teaching and speaking experiences for international schools and universities (Università di Milano, Istituto Europeo di Design, MultiD University of Technology (Stockholm), etc.

Overview of past experiences:
Just a glimpse of my experience since when I started professionally in 1993.

2003/4 **PrevenzioneProstata.it** ActionScript dev of several widgets. Information Architecture, design, production coordinator.
SIU.it, Version 2.0. ActionScript dev for Abstract Online designer.
Kinetic Flash Inspiration, (SINGAPORE), ActionScript dev: Flash Dynamic Website. Flash Driven CMS.
Zuluproductions.com (CHINA), ActionScript dev and XHTML Design.
BONSAI ActionScript dev: Flash Content Management Interface for HTML deployment.
2002 **CUSPES.com** (H.K)., ActionScript dev: Visually rich web presence and CMS.
SCUOLADELMARE.org, ActionScript dev: Online movie authoring system.
SIANDROLOGIA.org, ActionScript dev: several widgets for medical diagnosis self-assessment.
2001 **TELECOM ITALIA**, ActionScript dev: visually stunning content managed campaign for new products. Online and offline.
PUBBLI_A, ActionScript dev: visually stunning interactive business card and web presence.
SIU.it, Content Management System and Website. Art Direction, Prod. Design, Prod. Coordination.
FORTEYANG.com, New Media Agency, Founder.
2000 **ECLECTICA**, Illustration design, Animation design, Cd-Rom "I Popoli del Mondo"
FORTE CONSULTING.it, Actionscript 3D Programming, Sound Design, Music, Art Direction.
SUOR SORRISO, Feature Film 35mm, prod. ARDEA Film, Animation Design, Storyboarding, Character Design, ActionScript dev.
FERRARI ROMA, ActionScript dev: Website of Ferrari Roma Owners' Club. Production Design and Coordination.
1999 **GAP21** (UK) ActionScript dev: Interactive Business Card. Art Director, Project Leader, Animation, programming.
POLYGRAPHE (CANADA), ActionScript dev, Sound Designer, Animation design, for on-line / off-line.
International Alert (UK) Cd-Rom (Women & Peace)**.** ActionScript dev: Art & Creative Director, Music Designer.
Victory Design ActionScript dev: website**.** Art & Creative Director, Sound design, Project Leader.
McMillan UK Ltd. website**.** ActionScript dev, Art & Creative Director, Project Leader.
Illustration & Design. Illustration production for Magazines, publications and ads.
1998 **IRIDIUM (Motorile Satellite Phone System) corporate Cd-Rom.** ActionScript developer. Project Leader.
Fondazione Memmo "**The Greatest Battles in History**", – ActionScript dev: Several informative Kiosks with trivia.
TELESPAZIO. ActionScript dev for web presence and corporate Cd-Rom.
97/98 **ALITALIA** ActionScript dev for severan online widgets, and agencies screen savers connected with network data.
TrenItalia (Italian National Railways) ActionScript dev: Interactive Web News and several widgets.
1997 **EDITALIA** Project leader and ActionScript dev for web presence.
ICBPI (Central Institute Of Italian Banks) Project coordinator
IED (European Insitute of Design), Rome. Teacher of "New Technologies Creativity", "2D Animations" and "Multimedia Production Project and Management"
Les Aiguilles et l'Opium (Quebec) , ActionScript developer for web presence and cd-rom.
RAI (Italian State Television) ActionScript developer and Flash animator for a 12 episodes cartoon.
96/97 **PRI** (Italian Republican Party). Web Site, Newspaper, Newsletters, Corporate design.
1996 **VIRTUAL TOUR**, Art Director and ActionScript dev: Web Site, Videos & Magazine.
MEDIARTECH, Florence, International Multimedia Festival. Winner of the first prize with the Virtual Tour project.
CONTROMANO, ActionScript developer for online game.
1995 **Alpha Channel Interactive SRL**, Rome, Italy. *Founder*
NeT-ArT First entirely CMS based italian portal. founded in Rome. Project Designer and Coordinator.
1994 **Alpha Channel Interactive ltd.,** Stockholm, Sweden. Founder
New Media Studio, Stockholm. CTO, Art Director, Creative Director.
Private (Sweden), producer and project coordinator for a best selling interactive Cd-Rom.
1993 **Taboo Entertainment Group**, Stockholm. CTO, Game Designer.
91/2000 Comic strips, Illustrations, Book covers and Artworks published on several magazines and newspapers in Italy and Sweden.
94/2000 Projects c/o Alpha Channel Interactive: Design, Interactivity, Publishing, Networking, Motion Graphics, New Media Productions.