

CV JOAO WILBERT

Name João Henrique Santos Wilbert / 15 March 1982
Visa Status EU Citizenship - Italian Passport
Languages Fluent Portuguese, English, advanced Italian

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Code <http://github.com/jhwilbert>

WORK EXPERIENCE

• June 2012 / present

Google Creative Lab (London, United Kingdom)

Position: Creative Technologist

- Directed the UX and tech development of two Chrome Experiments: SuperSyncSports, Jam With Chrome
- Created and developed the Family Christmas Hangouts FX app in house.
- Prototyped doodle proposals, Chrome Experiments.
- R&D and prototyping for across multiple projects

• December 2011 / June 2012

Poke (London, United Kingdom)

Position: Creative Technologist

- Lead CT on biggest accounts - Orange and Everything Everywhere.
- Unique ability to navigate technical and creative teams.
- Developed the Chatterbot project for Orange - their first digital to physical platform built on a 2 week sprint.
- Chair of the Hackday committee.

• July 2010 / December 2011

Wieden+Kennedy (London, United Kingdom)

Position: Creative Technologist

- Lead CT on biggest accounts: Nokia, Nike, Honda.
- Core team member of Kaiser Chiefs Bespoke Album Creation - the project accrued 15+ awards for the agency.

• April 2010 / July 2010

Pachube / Haque: Design+Research (London, United Kingdom)

Position: Creative Technologist

- Unique CT hire for the data brokerage Pachube.
- Designed and implemented the Pachube's main page.
- Designed and built the exhibit presented at 2008 Design of the Year Award at the Design Museum in London.

• April 2010 / July 2010

Fabrica (Treviso, Italy)

Position: Creative Technologist

- Created and developed a personal project exhibited in over 15 countries worldwide (Europe, America and Asia).
- Key team member of FABRICA's biggest campaign for Benetton - the world's first crowd sourced fashion contest.

• January 2004 / April 2007

Osso Design (Belo Horizonte, Brazil)

Position: Interactive Creative Director

- Creatively directed a team of 6 people in the interactive studio
- Worked with 2 major Brazilian fashion brands.
- Directed two websites featured in TASCHEN: Digital Flashfolios book.
- Developed a unique technique of combining stopmotion with web.

• December 2002 / January 2004

Mosquito Project (Belo Horizonte, Brazil)

Position: Interaction Designer, Front-end Developer

- Created the first code generated videoclip broadcasted on the Brazilian music television channel (MTV).
- Worked across different projects for music, cultural and artistic institutions.
- Designed and created the studio's website.

• July 2010 / December 2011

Lazo Belo Horizonte (Belo Horizonte, Brazil)

Position: Front-end developer

- Part of pitch team for the company's main accounts. Coding a prototype in less than two days.
- Created and developed the company's front-end code standards.

EDUCATION

• October 2008 / April 2010

Awarded Scholarship at FABRICA

The Benetton Communications Centre in Treviso, Italy.

Senior grant holder.

• October 2007 / October 2008

Master Degree in Interactive Media

Goldsmiths University - London, United Kingdom.

Pass with distinction.

• August 2001 / August 2005

Bachelor in Publicity and Advertising

UNIBH University Centre, Belo Horizonte, Brazil.

Pass with merits.

SKILLS

Creative Technologist

- Key part of creative development of digital ideas - driving technology from the conceptual phase.
- Large experience in conceiving and developing online experiences and platforms.
- Able to coordinate different stages of project development.
- Initiative to develop creative projects with unique technical ability.
- Self-learning autonomy.
- Able to present in front of large audiences with acute technical details.

Programmer / Maker

- Hands on programmer, skilled in different programming languages with production level code.
- Expert in creating software and hardware prototypes in early stages of project development.
- Able to interrogate projects on a deep technical level.
- Large experience with production process and technical development (SCRUM, stand-ups).
- Enthusiast about the creative power of technology.

UX expert / Interaction Designer

- Passionate about complex UX structures based on usability standards.
- Detailed level of wireframing and information led digital design.
- Experience in scripting, conducting and evaluating usability user tests.
- Strong knowledge of user behaviour and usability standards.
- Skilled art director with design sensibility for interface.

TOOLS

Perfectly skilled in any of programming languages, software or technology listed below:

Software Development

Frontend HTML5, CSS3, Javascript (jQuery, WebGL, Paper.js, Three.js, Closure).

Backend Python (Django, App Engine, Google API's), PHP (Drupal, CodeIgniter), MYSQL.

Other C++ (openFrameworks - OpenGL, openCV), Processing.

Physical Computing Raspberry Pi, Arduino+Shields, Electronics (sensors and actuators), PCB design and build.

Systems Admin Fluent in Unix, Linux - console, automation, deployment.

Version Control Git (preferred), Mercurial, SVN.

Design / Video

Design / UX Adobe Photoshop, Adobe Illustrator, InDesign, OmniGraffle.

Video / Editing Apple Final Cut, Adobe After Effects, SketchUp, advanced knowledge in codecs / optimization.

EXHIBITIONS

- **Sept. 2012** TEA Collective Wisdom - Museum of Contemporary Arts. Taipei, Taiwan
- **Dec. 2011** Poetry of Motion - Osaka, Japan
- **Dec. 2011** November 2011 - The Kludgists - Belo Horizonte, Brazil
- **Mar. 2012** Decode: Digital Sensations - Design Museum Holon. Holon, Israel
- **Nov. 2011** Decode: Digital Sensations - CAFA Art Museum. Beijing, UK
- **Sept. 2011** Milan Triennale - Time Pavillion - Milan, Italy
- **Feb. 2011** Decode: Digital Sensations - CCC Garage. Moscow, Russia
- **Oct. 2010** Imaginaires - Lodz, Poland
- **Apr. 2010** Decode: Digital Sensations - Victoria & Albert Museum. London, UK
- **Jun. 2010** Maison et Objet - Paris, France
- **May 2009** Graphic Design Festival - Breda, Netherlands
- **May 2009** Colors of Money - Luxembourg
- **May 2009** Imaginaires, New Museum - New York, US
- **May 2008** Salone del Mobile - Milan, Italy

WORK PUBLISHED

- **Newsweek Magazine** - 'Watching the Watchers' (UK)
- **Design Week Magazine** - Volume 25/Number 39: 'Rising Stars review' (UK)
- **The 3D Type Book** - FL@33 (UK) - 10.000 copies 1st edition
- **MCD** - Hors serie 06: 'Internet des Objets' magazine (FR)
- **TEA** - Collective Wisdom. 2012 International TechnoArt Exhibition Catalogue (TW)
- **Taschen** - Digital Flashfolios book (US)
- **Medienkunst Vermitteln** - Edith-Ruß-Haus (DE)
- **Jungle Drums Magazine** - 'Yesterday's Future' (UK)

AWARDS

Accrued for Kaiser Chiefs BeSpoke Album Creation:

- D&AD - Yellow Pencil - Integrated & Earned Media
- D&AD - Yellow Pencil - Digital Solutions & Use Of Social Media
- D&AD - Shortlist - Websites
- Cannes - Silver Cyber Lion - Viral Marketing
- Cannes - Silver Cyber Lion - Publicity And Media
- Creative Circle - Gold - Digital Campaign
- Creative Circle - Silver - Website
- Campaign Big Awards - Gold - Interactive
- Digital Music Awards - Best Artist Promotion
- Q Magazine Awards - Innovation In Sound
- Adobe Max Awards - Winner - Disruptive Design
- Guardian Megas - 2nd Place - Best Digital Campaigns
- Lab - Grand Prix 2012 - Best Creativity
- Lab - Grand Prix 2012 - Best Social Media
- Google - Think Quarterly
- Lovie Awards - Silver

Accrued for Jam With Chrome:

- SXSW Interactive Awards (winner music category)
- FWA Adobe Cutting Edge Award
- FWA Site of The Month
- FWA Site of The Day
- Awwwards Site of The Month
- Awwwards Site of The Day

Accrued whilst working at Pachube:

- 2008 Design of the Year Award
- 2009 World Technology Award

TALKS

Design+Art+Technology

Date: February 2009

Location: Palazzo Strozzi - Milan

Attendance: 90+ (industry leaders, interactive artists, curators)

Relational Platforms

Date: May 2010

Location: Berlin

Audience 200+ (industry leaders, developers, CEOs, investors)

Collaborative Artworks

Date: July 2010

Location: Goldsmiths University

Audience: 20+ (students, Goldsmiths warden)

Jam With Chrome

Date: February 2013

Location: Google Belgrave House

Audience: 80+ (industry leaders in areas of technology)