

# SERGIO DAROCA FERNÁNDEZ

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Jeg leter etter en jobb som  
**SENIOR FRONT END / UI / UX-DESIGNER OG -UTVIKLER**

Jeg er spesialisert i interaktive applikasjoner og nettsteder, gjerne av kulturell, pedagogisk og kunstnerisk art, med en dyp interesse for **Custom Content Management System**-utvikling, **typografi, grafikk, motion, historiefortelling, brukervennlighet og brukeropplevelse**.

Jeg har lang erfaring med **CSS, PHP, JS**, mitt egenutviklede **Pathfinder CMS, CodeIgniter**, Wordpress, WooCommerce, Drupal, jQuery, **React JS, NW.js**, ExtJS, **GIT**, Trello, Bitbucket, Meld, Kate, Light Table, Brackets, **GIMP, Inkscape, FontForge**, Adobe Flash, **Linux Mint, Ubuntu, Debian**, Knoppix, Arch m.m.

## UTVALGT ERFARING

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2001 – FREELANCE – FRONT END-DESIGNER OG -UTVIKLER  
ACTIDEA - [actidea.com](http://actidea.com)  
NOCHES EN LOS JARDINES - [actidea.es/nochesalcazar2017](http://actidea.es/nochesalcazar2017)  
DANIEL CUBERTA - [danielcuberta.com](http://danielcuberta.com)  
WP Live CSS Editor - [wordpress.org/plugins/wp-live-css-editor/](http://wordpress.org/plugins/wp-live-css-editor/)  
Flashdance CMS - [youtube.com/watch?v=Xio8YCLB6-o](http://youtube.com/watch?v=Xio8YCLB6-o)



2014 – 2016 CYAN ANIMÁTICA – INTERACTIVE APPLICATION DEVELOPER  
Utvikling av interaktive applikasjoner for museer >> [cyananimatica.com](http://cyananimatica.com)

2012 VANG FOLKEBIBLIOTEK – FRIVILLIG LÆRER og RÅDGIVER (Linux og IT hjelp)

2010 CEP OSUNA – Undervisning av lærere i kurset Cinema som en pedagogisk ressurs

2000 – 2001 LZ PRODUCCIONES – UTVIKLER – Programmering av interaktive multimedie-nettkurs

1998 – 1999 TV MARINALEDA – TV-PRODUSENT / REGISSØR / VEILEDER TIL PRAKTIKANTENE

## UTDANNING

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### AUDIOVISUELT

**Mastergrad i Creative Documentary**. IDEC, Pompeu Fabra University, 2000-2001

Med tilskudd fra Junta de Andalucía, SGAE og Canal Plus

**Femåring grad innen audiovisuell kommunikasjon**, Universitetet i Sevilla. 1997

**Produksjon av dokumentarfilmer** sommer kurs i EICTV, San Antonio de los Baños, Havana, Cuba, 1996

### UNDERVISNING

**Pedagogikksertifikat** fra Instituto de Ciencias Educativas, Universidad de Sevilla, mai 2009

### INTERNASJONALT SAMARBEID

**Feltkurs, internasjonalt samarbeid**. Tunisia, juli-august 2002. ACP

**Felterfaring fra frivillig logistisk samarbeid i Kongo** i nødhjelps- og utviklingsprosjekter for den medisinske koordinatoren i Medicus Mundi og Caritas International (3 måneder i 1995-98)

### SPRÅK, REFERANSER, M.M.

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**Advanced English Certificate, C1-nivå, spansk** morsmål og grunnleggende **fransk**. Familien min snakke **norsk** hjemme, jeg er ferdig med **B1** bok med **Vigdis Aas** og venner i Rosenhof skole, og begynte **B2**-kurset i februar 2018. **Elizabeth Sparstad** har vært min lærer i mange sommerer i Vang i Valdres.

Jeg har lest helt Kalifens gave av Tor Åge Bringsværd, og det var fantastisk.

Vant Gullpandaen i Sichuan International Documentary Festival i 2001 for filmen Embarcadero.

Jeg kom opp 5 sekunder i filmen Grupo 7 - <https://www.youtube.com/watch?v=LxAYcOqHWrY>

Referanser: **Michael Zeitlin** [cyananimatica.com](http://cyananimatica.com), **Miguel Ángel González** og **Diana Pinasco** [actidea.com](http://actidea.com)

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## ERFARING SOM UTVIKLER OG DESIGNER – UTVALGT PROJECTER

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7/2017

### MY PERSONAL WEBSITE

<http://www.flashdance.es/sergiodaroca>

I'm using **Brackets** text editor in my **linux Mint box** to edit my site by hand in slowly handcrafted oldfashioned way. This gives me complete freedom and control and a pace that's nice to muse on the implications. I use a **linode server** in which I installed **Arch** and **Apache** and some other tooling. This again allows me to tailor the system to my needs and provides room and power enough to my ramblings and experiments.

8/2017

### MY GITHUB SITE

<https://sergiodaroca.github.io/SergioDaroca/>

5/2017

### CODEPEN EXPERIMENTS

<https://codepen.io/SergioDaroca/>

#### 1. Google Fonts Playground with ReactBootstrap

<https://codepen.io/SergioDaroca/pen/PbgNRr>

I needed a fast way to test fonts, and wanted to test out **React** and also write Javascript in some modern version of the language, like **BABEL**. So I set out this codepen, which proved useful to choose the fonts for actidea.com.

**ReactBootstrap** is used to create a minimal and unobstrusive user interface to select the fonts and apply them to a given selector. As an exercise it was useful to train on the basics of binding dynamic external data to components and defining interaction and behaviour in React.

#### 2. Text Animations with ReactBootstrap and GSAP

<https://codepen.io/SergioDaroca/pen/dNPpNe>

I needed to test diverse text animations made with **Greensock Animation Platform (GSAP)**, so I set up this codepen with simple animation controls using a ButtonToolbar to launch the anims. Again, it was useful to understand how to bind React components to actions, and how to automatically create components based on available data.

2/2017 – 4/2017

## ACTIDEA.COM 2017

[actidea.com](http://actidea.com)

Actidea wanted a redesign after 7 years and we went all the way from darkness to clarity. We minified the design elements to enhance typography and simplicity over streamlined photography.

Using our own **Pathfinder CMS** front-end framework based on **PHP's CodeIgniter** and a dosis of **JS's Greensock Animation Platform (GSAP)** to gently swing around things, we focused on readability and elegance.

I used some **ShockinglyGreen** members only plugins to accomplish lavish but subtle animation. The site uses **CSS's Flexbox** extensively for layout, with fallbacks for compatibility with older browsers. On that note, and to ensure crossplatform readiness, **BrowserStack** proved to be a crucial and invaluable tool.

2001 – 2017

## NOCHES EN LOS JARDINES DEL REAL ALCÁZAR

[actidea.es/nochesalcazar2017](http://actidea.es/nochesalcazar2017)

I have been making actidea's site for this major cultural summer festival in Sevilla since 2001. With 70+ venues and over 97% of seats sold each summer, the site has proven success year after year serving the public as the main source for information and sales.

Working closely with **Diana Pinasco** as Art Director and Designer, the site was made using **Macromedia Flash** the first years, until we shifted over to **WordPress** in 2008 and 2009, and from 2010 we ended up using our own **Pathfinder CMS**.

All along I was responsible for the execution of the design of the sites using the assets and following the visual identity provided by Diana Pinasco as basis of a fruitful and tightly knit collaboration.

When I made the site in Flash -and **Actionscript 2-**, I created from the ground up my own UI component framework, used my own data formats, and created my own loading, layout and events and interaction libraries, all of which helped create the open source **Flashdance CMS**.

From 2010 on, I developed and designed the front ends and interactivity of the site using **CodeIgniter**, which is one of the best **PHP** frameworks ever, and **Jquery**, Jack Moore's **Colorbox**, schillmania's **soundmanager2**, and **GSAP** among other javascript frameworks and libraries.

6/2016

## DANIEL CUBERTA

[danielcuberta.com](http://danielcuberta.com)

For my friend Daniel Cuberta I put together a new version of his website, this time using **WordPress**. I created a **WordPress child-theme** called **Great Day**, based on Anders Norén's **Hitchcock** theme.

I used Jonathan Daggerhart's **Query Wrangler** to create the video and text lists, and **os-media** and **video.js** for the videos.

11/2013 – 12/2015 **CYAN ANIMÁTICA – INTERACTIVE APPLICATION DEVELOPER**

The National Museum, Muscat, Sultanate of Oman.

Boris Yeltsin Presidential Center, Yekaterinburg, Russia.

Heritage Houses, Msheireb Downtown Doha, Qatar

I owned, co-authored and contributed to the development of over 30 Interactive applications for these projects, working closely with Dev Manager and wizard Mishael Zetlin, devs and designers, videographers and 3D artists, and content managers and clients. We used the **Adobe Flash Platform**, scripting in **Actionscript 3**, allowing for heavy, intense and big use of image, audio, video, 3D, multi-touch interactivity and animation. We developed complex animations and interactions using GSAP, 3D libs and assets developed in-house, custom profilers, videoplayers, data visualizations. I specialised in devising custom tests and dynamic, runtime configurable builder tools to speed up testing, design and production. We used Git at BitBucket to keep up version control, and Trello to keep project track. We deployed **WebGL 3D** demos with virtual visits to the museums for clients using Unity. We used **Node-Webkit** to implement smooth scrolling of huge images using hardware acceleration. We enacted some wizardry to connect mobiles with projections, and to command application navigation in multiple screens from one seat in educational settings, and to sync application states with room and expositives lightning.

We used **FontForge** to add special characters to fonts as needed.

8/2012

**VANG FOLKEBIBLIOTEK – FRIVILLIG LÆRER og RÅDGIVER** (Linux og IT hjælp)

With the help of my friend Bob and the support of the library, I taught a three weeks / 20 hours free introductory course on Linux and Website design at Vang's folkebibliotek, which was attended mostly by refugees from Vang's asylmottak. I also did a little voluntary work for the library advising and mentoring on social media and photo editing.

8/2011 -

**WP Live CSS Editor**

<https://wordpress.org/plugins/wp-live-css-editor/>

This plugin was mostly a proof of concept, and needs an update to be functional on newer WordPress versions, but it allowed designers to code CSS live and then save the changes on any CSS file. It's a port of Drupal module [Live CSS](#) by [guybedford](#).

9/2011

**DANIEL CUBERTA v2**

I made a new version for my friend, this time in wordpress with light backgrounds and using a customised version of Adobe OSMF (Open Source Media Framework) video player.

1/2011

### PLAZUELA DEL RECUERDO

A DVD for El Roete about old days craft arts, food, games with videos of grandmothers and granddaughters. DVD authoring, packaging, brochure design.

1/2010 – 6/2010

### Pathfinder CMS and ACTIDEA.COM 2010

actidea.com

After using WordPress a couple of years for the “noches” website, **Miguel Ángel Gonzalez** in actidea asked **Julio Antileo**, **Diana Pinasco** and me to brew up a tailored CMS solution to ease content management and speed up site design, and to renovate actidea's own website. So we came up with **Pathfinder CMS**, which serves from one single CMS actidea.com and the concert nights sites since 2010. The CMS was designed by the three of us following my lead on user experience and CMS workflow with Diana's advise, while Julio worked up the **Sencha ExtJS** user interface framework, **tinyMCE** WYSIWYG HTML editor integration, backend scripting in **ASP**, and Database design. I helped with all of the backend programming, and with **runtimeCSS**, a TinyMCE javascript plugin to incorporate custom front-end CSS styles onto the content editor. I also provided, though not for actidea, a **PHP alternative backend**, so the CMS can be installed both in Windows and Linux servers, and an alternative free and open source file manager and explorer.

The new actidea.com site included a simplified Calendar for actidea's events, and dynamic and interactive responsive layouts, along with automatised tables of content and menus. Some animations with **JQuery** and **GSAP** and some vanilla JS and other libraries for audio, video, etc.

9/2007 – 1/2008

### STASFLAMENCO

**Ana tello** and I developed a network of wordpress sites for six highschoools in which **El Roete**'s StasFlamenco workshops were ongoing. On them, teachers and alumni exchanged experiencies on Flamenco art.

2006 – 2008

### Flashdance CMS

[youtube.com/watch?v=Xio8YCLB6-o](https://www.youtube.com/watch?v=Xio8YCLB6-o)

My first CMS open source project. Built with Actionscript and passion. I built a whole system from scratch. From the icons, to the layout classes, to the animation libraries everything was tailored to optimize the end result -which could be an interactive CD-Rom, an app, or a website- and the end user CMS experience.

6/2008

### SILEX translation to spanish

I contributed a full translation of Silex CMS documentation and website to spanish

2006

### EDUCATION OF EDUCATORS DVD

Ana Tello and I developed a course used both online and on DVDs for FOREM Andalucía and Córdoba's IMDEE. We developed the multimedia script,

programmed all UI, course self evaluation and tracking, and tests, quizzes, tailored animations, Criss-cross Puzzles and an isometric Game, and designed the DVD packaging.

12/2005 - 2/2006

#### **MICRAPEL**

I designed their website and their catalog of homologated printware. I used Flash for both, using parts of my flashdance CMS system. The catalog included user management, order history, and printed orders as PDF using a PHP-PDF library.

2005

#### **CALYMEL EDUCATIONAL DVD AND WEBSITE**

**El Roete** Asociación Cultural Andaluza commissioned **Ana Tello** and me a website and interactive DVD for the **CALYMEL workshops**. El Roete had adapted the literature classic **CALISTO Y MELIBEA** as a modern Flamenco theatrical performance with great success on theaters. The workshops were conducted by **Ángeles Acedo** and some of the dancers, performers and musicians that interpreted the play and other flamenco artists in highschools across Andalucía. The DVD showed video, photographs, music and didactic content on Flamenco music history, spanish classical literature, the Calisto and Melibea book and the theatrical-flamenco adaptation.

**Ana Tello** and I programmed and designed both the DVD and website using Flash Actionscript, and assisted technically some of the events.

2004

#### **CAAC - ANDALUSIAN CENTER OF MODERN ART**

Programmed Flash templates for animated banners for upcoming expositions. (Not the ones that there are now on the site)

2004

#### **MADRESELVAFLORES**

Online Shop Catalog made in flash

2003

#### **CLUB MAYORAL LAUNCH**

Club for kids. Programmed animated, interactive and personalized comic-stripe adventures in flash, used in banners, website, formularies and emails.

2001 - 2008

#### **WEBSITES MADE WITH FLASH**

First version of danielcuberta.com, Imagenika Photography, FluxFilm, ConchaLaveran, Instituto Andaluz de Formación, Consejo local de la juventud de Sevilla (Sevilla's local Youth Council), m.m.

2000

#### **LZ PRODUCCIONES**

Programming of 3 interactive online courses for Vodafone. Using Macromedia Flash and Actionscript 1. Design and development of quizzes, games, animations, glossaries, etc.