

Fritz Stelluto

Digital Media Development

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Mobile +44 (0)7817 719 566
Nationality Italian (EU passport)
Languages English (fluent), Italian (fluent)
Current Status Senior Developer at AKQA Berlin
Personal Website <http://gotofritz.net/>

Profile I've worked for fifteen years in digital media across Europe. My prime responsibility at Grand Union and CMW Interactive was providing technical expertise at the pitching and scoping stages and delivering solutions on time and to budget.

I am an adept problem solver and good at developing strategic visions. Understanding ASOS and DraftFCB's business ambition, for instance, was key to deploying an appropriate production environment. I have sound management skills working well with my team and with clients and I remain a competent hands-on programmer when the need arises.

Skills [Technical architecture](#), hands-on development, [technical specification and requirements drafting](#), [team leading](#).

Front end development [Javascript / AJAX \(libraries such as jQuery, MooTools, Prototype, Dojo\)](#)
Standard compliant, accessible, CSS (X)HTML, including HTML5 and canvas
[Flash Actionscript \(AS2, AS3, remoting\)](#)
HTML / Flash development for set top boxes

Backend development [PHP \(frameworks such as Symfony, CodeIgniter\), also Wordpress, Drupal](#)
[SQL \(MySQL and MS-SQL\), scalable clustered database design](#)
Server setup and administration (Unix and Windows)
Some .NET, some Java

Other Technical SEO, Photoshop, Illustrator, Unit Testing, Version Control (Subversion, Visual Source Safe) Visio, MS Project, Applescript, Bug Tracking (Trac, Bugzilla, Mantis, Redmine),

Education B.Eng. in Electronic Engineering with Computer Science, University College London, 1994.

References Available on request

Outside Work I practice martial arts and like to keep fit. I have learned to cope with the pressure of deadlines in my previous career as a chef. I am also a comic book fan and love reading about history.

I grew up in Italy and I studied classical and electronic music in Milan before moving to the UK to complete my studies.

Recent employment – Fritz Stelluto

- Employment: 2010**
ioko
[Ioko Mar 2010 - ongoing](#)
Freelance senior developer
- Main projects*
[SeeSaw](#)
[seesaw.com](#) *live date: May 2010*
Hands on Javascript HTML development on an ongoing VOD site. Currently doing R&D on porting the site on a variety of box tops, handheld and gaming devices.
- Employment: 2009-2010**
Grand Union
[Grand Union Sep 2009 – Dec 2009](#)
Interim Technical Director
- Key responsibilities*
- Technical architecture
 - Drafting technical documents
 - Liaising with clients during pitching, scoping, and deployment
 - Team leading
 - Hands-on Javascript / HTML, Actionsript, PHP, SQL development
- Main projects*
[E.ON Talking Energy / Great Saves](#)
[eontalkingenergy.com](#) [eongreatsaves.com](#) *live date: Dec 2009*
Developed on the same platform, Talking Energy is a video message board while Great Saves uses competitions to leverage E.ON sponsorship of the FA Cup. I wrote specifications. Liaised with the client, and managed the team building it.
- Employment: 2008-2009**
asos.com
[Asos \(As Seen On Screen\) Oct 2008 – Feb 2009](#)
Technical consultant / developer on social networking apps
- Key responsibilities*
- Workflows and technical environment for quick deployment of social applications
 - Brain storming and liaising with the creative department
 - Assessing and supervising third part suppliers
 - Hands-on Actionsript / PHP
- Employment: 2007-2008**
CMW Interactive
[Technical Director, CMW Interactive, London, Sep 2007 – Aug 2008](#)
Mediasquare were expanding CMW's digital department and I was hired to provide technical expertise and development know-how.
- Key responsibilities*
- Technical architecture for both in-house and outsourced projects
 - Drafting technical documents
 - Liaising with clients during pitching, scoping, and deployment
 - Brain storming and pitch preparation
 - Hands-on DHTML, Actionsript, ASP, PHP, SQL development
 - Data extraction and tracking, liaising with data analysts
- Main projects*
[Cadbury Crème Eggs](#)
[easter2008.cremeegg.cadbury.cmwinteractive.com](#) *live date: Jan 2008*
Online campaign tied in with TV advertising. Included games on the site itself, on social networks and mobile phones; integration with the Traction CRM platform
- Employment: 2005-2007**
DraftFCB London
[Technical Manager, DraftFCB London, Nov 2005 – Jul 2007](#)
Establishing a digital production department to service the newly won global Motorola account and consult on other projects.
- Key responsibilities*
- Understanding the strategic business goals of the company and defining requirements for a production environment to meet them
 - Developing production methodologies for the digital department,
 - Identifying key skills required in the core development team, and recruiting
 - Technical architecture for both in-house and outsourced projects
 - Drafting technical documents and liaising with clients
 - Leading teams of up to 14 developers
 - Some hands-on DHTML, Flash, ASP, PHP, SQL development
 - Liaising with DraftFCB European offices, offering expertise

Work History – Fritz Stelluto

- Employment: 2008-2010**
Freelance
Contract Developer / Consultant Aug 2008 – current
Consultancy, technical architecture and developer role for my own clients and a variety of agencies including Agency Republic, ASOS, Grand Union, ioko, theTeam.
- Clients* ASOS, Boots, Child Trust, Diageo, e.on, Logica, O2, SeeSaw,
Skills Accessibility, Actionscript, ASP, HTML, Javascript PHP, SQL, Technical Architecture, XSLT, Web Services
- Employment: 2003-2005**
Freelance
Contract Developer / Consultant Oct 2003 – Nov 2005
Consultancy, technical architecture and developer role for my own clients and a variety of agencies including bd-ntwk, Collectivity, Dave, Holler Digital, ICO Design, Ogilvy, Perspective Red Cell, Proximity, Pulse Digital, Taylor Lane, Thin Air Design, WCRS.
- Clients* American Express, Auto Trader, BBC, Bet2Go, BT, Bulldog, CITB, Foyer, Heinz, HSBC, LCR, Orange, Prudential, Procter & Gamble, Royal Mail, Science Museum, Sell Sell, Shard of London, Unilever, United Emirates, Virgin Games
Skills Accessibility, Actionscript, ASP, HTML, Javascript, PHP, SQL, Technical Architecture, XSLT
- Employment: 2002-2003**
Lateral
Developer, lateral.net, Jun 2002 – Oct 2003
Developer and technical lead.
Clients Five, Faber & Faber, Levi EU, Levi US, Malmaison, Stella Artois
Duties Actionscript, ASP, HTML, Javascript, PHP, Perl, SQL, Technical Architecture.
- Employment: 2001-2002**
Freelance
Developer, Sep 2001 – Jun 2002
Developer for own client and agencies including Phorensic and Lsfhit.
Clients Microsoft UK, Millennia, New Media Age
Skills Actionscript, ASP, HTML, Javascript, PHP, Perl, SQL, XSLT
- Employment: 2000-2001**
WTG (Cable & Wireless)
Senior Interface Developer, Cable and Wireless, Dec 2000 – Sep 2001
DHTML / Javascript / Accessibility developer
Clients Esure, Halifax, Simon Marketing
Duties HTML, Javascript
- Employment: 1999-2000**
TwentySix London (Zinc)
Senior Developer, TwentySix London, Jan 1999 – Dec 2000
Lead developer on the Microsoft UK and Virgin Accounts
Clients Microsoft UK, Sony Europe, Virgin Atlantic, Virgin Drinks.
Skills ASP, HTML, Javascript, SQL
- Employment: 1998-1999**
Intervid
Head of production, Intervid, May 1998 – Jan 1999
Lead the production team of this small web start-up.
Clients United Nations (IMO), USIT
Responsibilities Technical Architecture, Team Management, Recruitment, Project Scoping
- Employment: 1996-1997**
PixelPark, Berlin
Developer, PixelPark Berlin, Jun 1996– Oct 1997
HTML, Perl, JavaScript developer.
Clients Dr Oetker, Rotring, Wodka Gorbachow
- Employment: 1996**
ID Gruppe, Germany
Consultant and developer, ID Gruppe Germany, Feb 1996 – May 1996
HTML, Perl, developer and co.
Clients Swatch, TUI, West