

## **Mariana Sparr**

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### **EDUCATION**

January 1998 - July 2003 Mackenzie University  
Bachelor of Visual Communications.  
Final year dissertation title: "3D animation on the Web" - note 1.

March 1999 Autodesk's 3D Studio Max  
4 Days training at the USP, Sao Paulo's public University InDesign

August 2006 Special course offered by KMF Werbung, a creative agency in  
Hamburg, Germany

September 2007 Eyeblander Ad Management - Hotel Atlantic - Hamburg, Germany

### **WORK EXPERIENCE**

Sept. 2015 - today Freelancer Motion/Interaction Designer @ html5-banner.ads.de

Sept. 2012 - Aug. 2015 Rich Media Specialist at Adform Germany

April 2012- Sept. 2012 Creative Team Lead Germany/Nordics at MediaMind Technologies

July 2011- April. 2012 Creative Support Team Lead at MediaMind Technologies

June 2008 - July 2011 Creative Support Engineer at MediaMind Technologies

July 2006 - June 2008 Multimedia Developer at MEC Interaction/Mediaedge Germany

### **DETAILED INFORMATION**

Over 10 years experience with online advertising and rich media. Experienced with ad serving process in general, from creating campaigns until fixing bugs on publishers side. Experience with the most common ad servers around: Adform, Sizmek (formerly Mediamind/Eyeblander) Doubleclick, Flashtalking.

Working since 2008 as a freelancer on banner production, having produced mostly everything from simple banners until special formats and Takeovers.

Mobile banner production using animation engines like Greensock's TweenLite, JQuery and CSS animation.

#### Roles within the years of Adform and MediaMind (Sizmek):

- Responsible for the whole creative account management for DACH market (Germany, Switzerland and Austria)
- Training creative agencies on creating and uploading banners with the Eyeblander/MediaMind/Adform Workshop extensions for Flash and HTML5 toolkit.
- Brainstorming with creative agencies and publisher on new ideas and how to make them technically possible.

- creating templates for special formats/takeovers upon request from creative agencies and/or publishers
- Experienced on the whole process of creating campaigns until sending redirects to the publisher, including creating placements, targeting/rotation/schedules, i.e. „Smart Versioning“ (dynamic content component from MediaMind)
- fixing „broken“ flash files, rebuilding file to match ad server’s specifications
- certifying (and/or coordinating certification) of special formats on big publishers.
- direct contact with agencies and publishers whenever they needed support on Flash or the platform.
- fixing bugs on ad delivery with workaround and/or JavaScript fixes

Roles within MEC Interaction:

- Multimedia developing, programming Flash banners according to Designers storyboard and Ad server specifications – mostly, banners went online over Eyeblaster, Eyewonder or standard Doubleclick.

**TECHNICAL SKILLS**

- HTML5 and CSS (very good)
- Javascript (very good)
- JS Libraries and frameworks such as JQuery, GSAP (very good)
- Adobe Flash, ActionScript 2 and 3 (very good)
- Mobile banner production (good)
- MediaMind Platform (very good)
- Adform Platform (very good)
- Doubleclick Rich Media Studio (very good)
- Flashtalking Platform (good)
- Adobe Photoshop/InDesign/Illustrator (very good)
- MediaEncoder, encoding Videos for web (good)
- 3D modelling on 3DSMax/Cinema 4D (basis knowledge)
- Proficiency in common software applications

**LANGUAGE SKILLS**

Portuguese - native speaker  
 German - fluently spoken and written  
 English - fluently spoken and written

**INTERESTS/HOBBIES**

- Fitness Training & weight lifting
- Hiking and climbing
- Cooking
- Drum playing and singing