

Radu Nicolau

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LinkedIn: <https://www.linkedin.com/in/radu-nicolau/> - Online portfolio: <https://www.r5.ro/>

Full settled status in the UK with full working / living rights and blue card since 2012.

Lead Engineer / UX UI / Front End Developer

Software Programmer - Project Management - Agile - Scrum - Sprint

Leading, training and mentorship

Senior Front End Engineer

UX/UI Specialist + Wireframing

SEO / Accessibility

Brand / Logo / Product Design

Workflow Optimization

Software Testing Procedures

3D Modelling & Scripting

Agile / Scrum / Sprint

Tech Stack:

JavaScript, React, React Native,

Electron, Nativebase, Expo,

Typescript, CSS3 (LESS/SASS),

HTML5, C#, ASP.NET, JEST, VSC,

Unit and Snapshot Testing, Node.js,

GIT, CMS (Umbraco/Liferay),

Adobe Photoshop, Adobe Illustrator,

3DS Max, Blender, Unity, Python

Tech-savvy professional with extensive experience in software and web application development, and data for analysis through all phases of development life cycle.

Very strong front end development skills 10+ years using HTML, CSS (SASS), JavaScript (with heavy React but also React Native experience). Up to date with all coding standards for semantic HTML and component based development. Familiar with unit testing with JEST and component management with Storybook.

Knowledgeable implementation of SEO and Accessibility standards (WCAG 2.1+). Very strong programming skills with high adaptability to languages and frameworks/libraries. Experienced in CMS, use of Node.js, GIT, Agile.

Proven aptitude to drive product launch plans and influence marketing, UX, and development on product requirements.

Possesses robust skills in web development, software integration, software development processes, and expert project's technical feasibility/ time budget assessment.

[Here is a concise list detailing my involvement in previous main roles alongside the tech stack and links to examples of my work.](#)

PROFESSIONAL EXPERIENCE

COLIBRI DIGITAL - London

August 2021 - Present

Senior Front End Engineer

VUE, REACT, HTML, Unit Testing, CSS/LESS/SCSS, JS6, SEO, Accessibility, GIT, WEBPACK, NODE

- Developing a bespoke client-facing website for a major Fintech client alongside standardising development procedures for the project and perfecting UX/UI accessibility in design and web.

REALM.ART - London

April 2021 - August 2021

Senior Front End Engineer / 3D Generalist (Contract, 4m)

- **Website component template - REACT, HTML, SCSS, JS6, SEO, Accessibility, Expo, Typescript**

Created a full component/style structure for the upcoming public website using Expo and Typescript in a way that the team can later build its structure in record time while being sure of excellent cross-browser support and 100% accessible layouts. This architecture was thoroughly tested on Browserstack;

- **NFTs generator and web view - 3DS Max, React, Expo, Babylon 3D, Adobe Illustrator**

Built a complex system of uniquely assigning users 3D NFTs and displaying them in a web/mobile friendly way. [Here is such an example](#). Modeling was done in 3DS Max and even though the initial build was done using Three.js, Babylon 3D was the chosen library for its support and versatility;

- **Level modelling - 3DS Max, Adobe Photoshop, Adobe Illustrator**

I took on the task of building, texturing and animating a whole level for the upcoming realms. I sketched views with the product owners and produced a full 3D build including texture mapping and animation;

- **3D asset converter - Python, Electron, React, Styled-components, Webpack, 3DS Max, Blender, Figma**

The next challenge was creating a 3D converter with the purpose of unifying the 3D formats that arrive to the realms as NFTs. I created from scratch a utility monitoring program that would convert any 3D file via a Python script with Blender in the background and later upload to the user's realm;

- **Mobile app contributions - React Native, Nativebase, Webpack, Typescript**

A side project was to contribute to the upcoming Realm mobile app by creating screen layouts using React Native and Nativebase. Even though new to React Native the challenge proved fun and lucrative.

MOTORWAY - London

February 2021 - April 2021

Senior Front End Engineer (Contract, 2m)

REACT, HTML, JEST, Unit Testing, Storybook, CSS/LESS/SCSS, JS6, SEO, Accessibility, GIT, WEBPACK, NODE, PM2

- Tasked with developing and augmenting the dealer's website <https://pro.motorway.co.uk/>. Adding new components, improving on the existing architecture and creating unit / snapshot tests for all the modules involved, working on both Mac and Windows machines for impeccable cross-browser support.

GAIN CREDIT - London

October 2019 - February 2021

Senior Front End Developer (Permanent)

REACT, HTML/Freemarker, CMS, CSS/SCSS, JS ES5/6, SEO, Accessibility, PWA, AMP, GIT, WEBPACK, NODE

- Leading the front end development for the main products' websites in a complex international team. My role is to set standards for React driven pages, SASS modular/flexible styles and integrate in a CMS solution. The results are 100% responsive, accessible, performant, SEO friendly and PWA/AMP ready websites.

NEWDAY - London

October 2018 - September 2019

UX UI Front End Developer (Contract, 1 year)

REACT, HTML, Umbraco CMS, C#, ASP .NET, CSS/SCSS, JS, SEO, Accessibility, PWA, GIT, NODE, AZURE

- Developed <https://www.aquacard.co.uk/> in a team of two developers along with many UX/UI design tasks. The website surpassed expected sales by 30% and got multiple awards! With fast loading on any device - far ahead of similar websites. Used React for rapid prototyping and fragment creation/testing/AMP validation and Umbraco CMS with ASP.net, passes all WCAG 2.0 accessibility standards, AMP ready and SEO friendly.

MARK ROBERTS MOTION CONTROL - London

April 2018 - October 2018

UX/UI Designer (Contract, 6m)

Illustrator, Photoshop, 3DS Max, Three.js, WebGL

- Directed all UX/UI components including 3D models and full documentation for implementation with [Flair](#), MRMC's premier motion control software. This involved extensive expert user and client feedback gathering and loopback. Designed exceptional command features over camera movement. Flair precisely controls up to 500 axes of motion, is fully compatible with all motion control rigs, heads and accessories. Interfaces seamlessly with CGI packages. "Flair is the tool that makes your vision reality."
- Created UX/UI for new websites and company web presence aligned with modern trends and fully responsive. Developing email signature, newsletter templates, and publishing creative standards to accommodate for limitations due to email sharing.

BLIPPAR (ADDITIONAL ROLES) - London

May 2014 - April 2018

Lead Engineer/Senior Developer/UX-UI Specialist (Permanent)

3DS Max, REACT, JS, Photoshop, Illustrator, Audition, Premiere, Python, Blender, HTML, CSS, GIT, NODE, iOS, Android

Directed, mentored, and supported a team of developers in the UK, US, Turkey, and Japan. Significantly increased the social media presence of various services and products by managing key client campaigns. Initiated internal controls by establishing and adhering standards for development. Projected a polished and professional demeanour throughout the service to successfully manage client campaigns with minimal negative feedback and quick turnarounds.

- Streamlined and operationalized application functionalities by developing and optimizing Blippar's developer's portal, scripting front end languages (React/JS), and creating demos.
- Led development programme aimed at training, coaching, and mentoring team of developers across globe, including UK, USA, Turkey, Japan, and India, resulting in augmenting developers' skills for UX/UI functional design alongside building AR experiences.
- Originated and launched an automation system for asset compression that ensured the delivery of experiences on mobile 30 times faster.
- Commended by top management for exemplary performance and won many awards for big campaigns.

BLIPPAR - London

May 2012 - April 2018

Mobile Augmented Reality Developer / UX-UI Designer (Permanent)

3DS Max, JS, Photoshop, Illustrator, Audition, Premiere, Python, Blender, HTML, CSS, GIT, NODE, iOS, Android

Directed a competent team of three, including web designer, media specialist, and graphic artist and elevated the expertise and skill levels of the members through coaching and development activities.

- Defined UX/UI standards and supported the team with hands-on approach and follow-up for development.
- Optimized and enhanced departmental performance by overseeing writing standards, documentation as well as established staff induction sessions to boost staff skills and expertise.
- Attained numerous awards and countless nominations for cutting-edge campaigns.

NETALURGICA - Bucharest

May 2011 - Apr 2012

Senior Art Director (Permanent)

3DS Max, JS, Photoshop, Illustrator, HTML, CSS, GIT, NODE

- Developed detailed ad campaigns for numerous clients, such as Microsoft, IGN, Xerox, and Apple.
- Administered staff of three persons, including web designer, media specialist and graphic artist.

HOLOSFIND ROMANIA - Bucharest

August 2010 - April 2011

Head of Web Design (Permanent)

3DS Max, JS, Photoshop, Illustrator, HTML, CSS

Built and managed highly effective and cross-functional personnel of four web designers, delegating work responsibilities, maximizing individual skills, and monitoring staff operations for seamless working operations.

- Achieved bottom-line results in web development/client satisfaction by controlling the graphic department.

Additional Professional Experience:

- Chief of Advertising, **CASA NIK** - Bucharest (2009)
- Art Director, **MEDIAPLUS ADV.** - Bucharest (2007)
- 2D/3D Graphic Artist, **TELESPORT** - Bucharest (2006)
- Design Director, **FIN MEDIA** - Bucharest (2005)
- Art Director, **ADVERTIS** - Bucharest (2003)
- Desktop Publisher, **ART GROUP** - Bucharest (2001)

TECHNICAL PROFICIENCIES

Fully responsive and accessible HTML ▪ CSS (SASS) ▪ JavaScript (React, React Native, Electron)
Typescript ▪ Expo ▪ Nativebase ▪ Unit testing ▪ Yarn / Node and GIT experience ▪ SEO
Graphic / Product / Logo / Brand Design ▪ CMS integration ▪ User Experience
User Interface ▪ 3D Modelling, Animation and Scripting ▪ Augmented Reality

EDUCATION AND CERTIFICATIONS

Bachelor's Degree, Engineering

POLITEHNICA INSTITUTE OF ENGINEERING, Bucharest, Romania

3DS Max Ninja, 2010 | Autodesk

Expert Certification for 3DS MAX, 2000 | Brainbench

Expert Certification for Adobe Photoshop, 2000 | Brainbench

Languages

English, Fluent | **French**, Conversational | **Romanian**, Fluent

Honours & Awards

Gold Winner, The Credit Excellence Awards - Responsible Lender for Gain Credit - Lendingstream, 2021

Gold Winner, The UK Digital Experience Awards - Digital Change & Transformation for NewDay - Aquacard, 2020

Finalist, Card and Payments Awards - Best Marketing Campaign of the Year for NewDay - Aquacard, 2020

Finalist, Card and Payments Awards - Best Design of the Year for NewDay - Aquacard, 2020

Finalist, Mobile World Congress, Client: Pepsi 2015

Gold Winner, Digital Impact Award - Best Use of Digital from the Food & Beverage Sector, 2015

Bronze Winner, Mixx Awards - Pepsi "Pek Yakında" Campaign in Turkey, 2014

Silver Winner, Mixx Awards - Pepsi "Pek Yakında" Campaign in Turkey

Gold Winner, The Drum - Pepsi Max 2014 launched Interactive Football Campaign with Blippar, 2014

Gold Winner, IAB MIXX - Covergirl + Hunger Games Blippar Experience

Gold Winner, Digi Awards - British Heart Foundation & Blippar team up for 'No smoking day', 2013

Gold Winner, Foodbev - The Interactive Juice Burst bottle, 2013

Grand Prix Winner, The Drum DMA - Client: Monarch, 2013

Gold Winner, EMMA - Stylist Magazine - Olympic Edition gets interactive with Blippar, 2012