

Pablo Sánchez Benavides

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Creative Technology Director Creative Coder, Studying for AI Trainer.

- **Creative mind offering a proven record of success** leading all phases of diverse technology projects.
- **Business thinking.** Strategic Brand positioning through creative developments based on technology.
- **User-Centric Focus.** Based upon an explicit understanding of users, tasks and environments. All the process is driven and refined by user-centred evaluation within an iterative process into a multidisciplinary team.
- **Expert in agile and waterfall methodologies.** Known for ability to produce high-quality deliverables that meet timeline and budgetary targets.

Skills Summary

Creative Process:

Brief analysis: (what, why, advantages & potential)
Creative research.
Ideation & Concept.
Development.

IT Project Lifecycle:

Requirements Analysis.
ROI Analysis.
Costing & Budgeting.
Project Scheduling.
Testing/QA/Rollout.

Value-Added Leadership:

The Creative&Tech Glue.
Team Building.
Client Relations & Presentations.
IT Planning.

Career Progression

DDB SPAIN (Spain), **CREATIVE TECHNOLOGY DIRECTOR & CTO**, 2015 to Present

DDB SPAIN (Spain), **INTERACTIVE DIRECTOR**, 2010 to 2015

TRIBAL WORLDWIDE (Spain), **DIRECTOR OF INTERACTIVE MARKETING**, 2009 to 2010

LINKA MULTIMEDIA (Spain), **DIGITAL MEDIA SPECIALIST**, 2008 to 2009

KINGSOFMAMBO.com (Spain), **FOUNDER & CREATIVE CODING LEAD**, 2005 to 2008

MILCAP MEDIA GROUP (Spain), **HEAD OF FRONTEND DIGITAL DEPARTMENT**, 2000 to 2004

High-quality completion of interactive projects: from conception to deployment. Strong experience leading teams of developers (Frontend/Backend/Fullstack) and designers (UI/UX/QA) to build cross-platform and multiple device solutions for major clients including:

Vueling Airlines
Volkswagen
Audi

Sony Pictures
MGM
BBVA

TV3 Channel
Mediamarkt
McDonald's

Representative Latest Projects

- **AI Projects:** Led design and development using technology as source of Innovation and Creativity to breathe humanity into the projects.

HolaTiguan.com (2016) | Machine Learning applied to get insight directly from users. API.AI technology.
*Results: **GrandPrix winner at Inspirational Festival IAB Spain 2016** | [View Site](#) | [Case Campaign](#)*

Volkswagen Connect (2016) | By reinventing a product, we created a new communication channel.
*Results: **GrandPrix winner at Inspirational Festival IAB Spain 2016** | [View Case](#) |*

#AskGolf (2017) | Chatbot running over APE, Chisel and I/O as Intelligence Management System.
*Results: **Car Configurations are increasing in 26%**. | [Chat](#) |*

- **Creative Developments:**

Rock, Paper, Scissors (2015) | 10.000 players running simultaneous processes in real time | [View Case](#) |

Click if you can – YT Preroll (2014) | There's no faster than this | [View Case](#) |

#Polowers (2013) | The first spanish campaign awarded by Twitter | [View Case](#) | [Think with Google](#) |

Forgetful Browser (2014) Non-profit campaign against Alzheimer disease | [View Case](#) |

Results: Awards, awards, awards.

- **System Integrations/Migrations:** Project-managed large-scale initiatives involving the transition of programs to new platforms for Volkswagen Group.
- **Enterprise Implementations:** Directed global rollouts of new software and systems for clients.

Education & Certifications

Bachelor's Degree Multimedia Studies, CITM UPC (Terrassa, Spain)

DoubleClick Studio Certification Program & Sizmek Certifications, Online.

Certificate of Higher Education in Image & Sound, St. Ignasi College (Barcelona, Spain)

General Certificate of Education (GCE), C. Xarau College (Barcelona, Spain)

Weekly Reading Homeworks

FrontEnd Focus, Ticbeat.com, Sidebar.io, JavaScript Weekly, HashNode, KeepCoding , HackerRank, Serverless Status , Node Weekly, ProgrammableWeb, Chris Coyier, CSS-Tricks, IBM Watson IoT Team, Medium Weekly Digest, Hacking UI, SitePoint Front-end, Amazon Alexa Team, Google Cloud Platform, Think with Google...