



Adam Cousins

SENIOR CREATIVE DEVELOPER

I am an award winning experienced creative developer, working for over 12 years across creative agencies, in-house design teams and games studios.

I have produced a diverse range of digital work for many global brands across multiple verticals with a focus on rich media digital advertising, responsive websites and games.

In addition, I have established a strong social media presence (IG: @adamjcuz) with my Photoshop work and tutorial videos.

Please see [adamcousins.com](https://www.adamcousins.com) for a range of work examples.

CONTACT



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SELECTED WORK EXPERIENCE

Feb 2018 - June 2023

GUMGUM | SENIOR CREATIVE DESIGNER + DEVELOPER

Performant cross-device HTML5 creative builds and code-driven animations and interactivity, including games and DCO content. Primary voice within the design team on creative capabilities / technical feasibility and implementations.

Concepts, design / UI and storyboard creation for pitches and multi-geo paid campaigns using GumGums responsive high-impact creative formats for a wide range of global advertisers across multiple verticals.

Photoshop re-touching and image manipulation of key visuals for re-purposing in GumGums creative formats. Animatic creation in After Effects

Sept 2016 - Jan 2018

UNDERTONE | SENIOR CREATIVE DEVELOPER

Solo undertaking of the design and build phase of Undertone's various high impact units.

Involved in the creative development of Undertone's Page Wrap format, the first of it's kind in the programmatic space.

On-boarding and mentoring a mid-level Creative developer and ran training sessions for external vendors.

MediaPost Creative Media Awards Finalist for Imagine Dragons Campaign in the Audio category.

Feb 2015 - August 2016

DONER | SENIOR FRONT END DEVELOPER

Define the architecture and oversee the development of a wide range of creative projects, including multi-format engaging online display advertising, tablet and mobile interactive ad units, Node JS based CMS driven responsive website builds, as well as Unity 3D apps.

Hands on supervision of the creative development team and work closely with the Digital Creative Director to ensure consistent high quality execution across all projects.

Feb 2014 - Jan 2015

IF YOU CAN | GAMEPLAY DEVELOPER

Working as part of an agile Unity3D / C# development team, I was responsible for implementing new game features, UI programming and gameplay mechanics on the iPad educational adventure game 'IF...'. Featured on the App Store homepage.

EDUCATION

2004 - 2007

CARDIFF UNIVERSITY

BSc, Computer Science 2:1

SKILLSET

HTML5 / CSS3 / Javascript (ES6)

NodeJS ecosystem

Frameworks - ReactJS, KeystoneJS

WebGL - ThreeJS, PixiJS, CreateJS

Animation - GSAP3

Git / Github

Photoshop, After Effects, Illustrator

AWARDS

MediaPost Creative Media Awards 2016

Finalist for Imagine Dragons Campaign.

Revolution Awards 2009

Automotive winner

Campaign Big 2008

Automotive finalist