FRONTEND · INTERACTIVITY · 3D

Alex Harto

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EXPERIENCE

Frontend · Design System · BASF
Jan 2022 - Sep 2026

Development of applications, components and the design system, UX/UI support and documentation. PWA, Vue 3, Angular, TypeScript, PrimeVue, PrimeNG.

Vue frontend · mimacom
Jun 2020

Component library with Vue 3, TypeScript and Tailwind, design system support and one-off work in AR, vanilla JS and animation.

Volunteering
Feb 2020

Web apps for the lockdown, in collaboration with the Official College of Psychology of Madrid.

neorizon.de · No Man Is An Island agency
Nov 2019

Website in Vue and GSAP, and a WYSIWYG CMS with Laravel and Vue.

Solucione
Jul 2019

Immersive solutions for museums and exhibitions: augmented reality, depth sensors, touch screens and interactive projections, focused on learning.

Audio guide PWA · Gaudí Casa Botines Museum, León
Sep 2018

Design and development of the museum's audio guide.

Freelance · Madrid
Mar 2018

Vue.js and WordPress projects: templates, plugins and CMSs.

3D printing · Casa Botines
Feb 2018

Rebuilding the Casa Botines model and preparing sections for 3D printing.

Interactive pieces · Casa Botines
Jun 2017

- A bird's-eye view: flying over Gaudí's buildings with Kinect and Unity, from Blender models and GIS data.
- Video paintings: paintings that play video when they detect movement.
- Gaudí's inspiration: columns that turn into trees when touched.
- The studio on fire: putting out the fire by moving your arms.
- Trencadís: painting a mosaic with your own shadow.
- Period costumes: a historical bathing suit overlaid on the visitor.
- Renders for the museum's panels.

VR 360-3D · Casa Botines
Apr 2017

Views of Casa Botines at different moments in history, synchronised with the phone's gyroscope and compass.

Games for interactive floors · The Marketing Store UK
Jun 2010 - 2017

More than 150 casual games for children on McDonald's interactive floors. Seven years as a freelancer.

Freelance · Alicante
Dec 2008

For McCann Erickson, Grey, Shackleton, TBWA and Ensegna, among others. Work for Movistar (app), Vodafone (kiosk), Mahou, Cuatro, El Corte Inglés, Omega, L'Oréal, Shell & Ferrari and Warner Bros.

Head of Flash · TEQUILA\UK (TBWA)
Dec 2006

Campaigns, microsites and street marketing for Canon, Intel, Dell, Unilever, London Business School and News International.

Freelance · Madrid / Norwich (UK)

Jun 2004

For McCann Erickson, Leo Burnett and El Orfanato, among others. Work for Marlboro (games), Alliance Française, the European Union, SGAE, Red Bull, MSN and Coca-Cola.

Frontend · Zentropy (McCann)

Feb 2003

Websites, microsites and campaigns for Microsoft, MSN, Coca-Cola, Endesa, Telefónica, Volkswagen and Médecins Sans Frontières.

Fullstack · Nice (New York / Madrid)

Aug 2000

Development in ASP, PHP, HTML and JavaScript, and server administration.

Computer science teacher · Pozuelo de Alarcón City Council (Madrid)

<2000

More than six years teaching computing and office software for the Instituto de la Mujer (Women's Institute) and the Department of Youth and Employment, and even the odd course on the internet and web development.

AREAS OF EXPERTISE

Frontend and design systems. HTML, CSS, JavaScript, TypeScript, Vue, Web Components, Lit, Unit testing, CI/CD, PWA, Ionic, Quasar, Firebase.

Web 3D. WebGPU, WebGL, WebXR, Three.js, Babylon.js, Unity.

Art and 3D. Blender, Animation, 3D printing, Arduino.

LAB

Own pieces with WebGPU, WebGL, sensors and voice: Unda, Veinticuatro, Velum, Backgammon, Sudoku, Lucerna, Night club, Gravitas, Sokoban 3D, Obsidio, Cannonis, Aurealis. alexharto.com/en/lab/