

Erik Rosas

SENIOR CREATIVE DEVELOPER | ADTECH & PROGRAMMATIC CREATIVE

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PROFESSIONAL SUMMARY

Senior Creative Developer with 5+ years of experience delivering high-volume programmatic advertising and rich media experiences. Produced more than 400 campaigns using HTML5, CSS, JavaScript, REST APIs, DCO, animation, and visual design tools. Combines technical execution with pixel-accurate design, cross-device quality, and production efficiency. Trained and mentored 10 colleagues across Mexico, the United States, and the Netherlands.

EXPERIENCE

Creative Developer | GumGum

February 2021 – May 2026 | Remote, Querétaro, México

- Produced and delivered 400+ dynamic programmatic and rich media campaigns for desktop and mobile environments.
- Built responsive ad experiences using HTML5, CSS, JavaScript, REST APIs, DCO logic, and internal creative platforms.
- Created complex animation sequences, transitions, scroll-based interactions, and dynamic visual behaviors with Tumult Hype, Google Web Designer, and Adobe After Effects.
- Optimized layouts and visual assets in Photoshop, Illustrator, InDesign, and Figma to maintain quality, performance, and brand consistency.
- Partnered with Design, QA, Engineering, and Sales teams to resolve technical issues, implement revisions, and deliver production-ready ad units.
- Trained and mentored 10 creative production colleagues across Mexico, the United States, and the Netherlands.

Design Lead | AM Studios

July 2018 – May 2020 | Querétaro, México

- Led visual design and production for photography-based projects, yearbooks, and institutional print materials for Tecnológico de Monterrey.
- Designed editorial layouts, organized visual assets, and edited large volumes of photography for print and digital deliverables.

EDUCATION

Bachelor's Degree in Animation and Visual Effects | Universidad Politécnica de Santa Rosa Jáuregui | 2015 – 2018

TECHNICAL SKILLS

- Creative Development: HTML5, CSS, JavaScript, REST APIs, DCO, rich media, responsive and cross-device advertising
- Front-End Technologies: React, TypeScript, Git
- Animation & Interactive Tools: Tumult Hype, Google Web Designer, Adobe After Effects, interactive and scroll-based animation
- Design: Adobe Photoshop, Illustrator, InDesign, Figma, visual asset optimization, editorial layout
- Production & Collaboration: campaign delivery, technical troubleshooting, QA partnership, brand consistency, training and mentoring