



Alex Coulcher

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All About Me

I'm a creative person and love anything where I can experiment, learn and produce something amazing and feel that nothing is impossible. I'm very self-motivated, continually learning and expanding my knowledge of development, technology and design. I have taught myself a multitude of programming languages and am constantly experimenting with design and development in my free time.

Away from the computer, I like to brew my own beer and wine. I am also very into music and play piano/keyboard as well as bass guitar.

Tools

Development

Node.JS (Express, Hapi, SailsJS), Python, LAMP (Laravel, CodeIgniter, Yii, Wordpress), OpenFrameworks, Processing

Tools

AWS, MongoDB, Redis, Couch, Ansible, Vagrant, nginx, Apache, HAProxy, Varnish

Physical Development

Arduino, ARM/Intel Development boards, Circuit building

Front End Development

JavaScript (ES6, Angular2, Backbone, React, D3), HTML5, Grunt/Gulp, Webpack, SASS/CSS, WebSockets, Cordova, Flash/Flex

Creative

Paper, Pencil, Illustrator, Photoshop, InDesign, AfterEffects



Work Experience

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

University

Personal Projects

Freelance

Halpern Cowan

AIS...

eBee

Digit

Ogilvy & Mather

Haygarth

Interactive Designer
June 2008 - May 2010

In this role I entered as a designer producing concepts, wireframes, digital and some print design work. Whilst in the position, my role slightly changed and I became a lot more involved with development work. This included frontend HTML & CSS and backend PHP as well as integration with the companies own CMS and Zend Framework build. There were a lot of times where I was in a position to own a project from concept, to design, to final build.

Creative Technologist
May 2010 - July 2011

Responsible for bridging the gap between developers, creatives and designers. I specialised in AS3 in this role, as well as PHP and provided consultation to both internal and client teams on new and existing technologies and services. During my time at the company I worked on several high profile Flash projects for clients including O2, Skoda, AOL & EDF, as well as a C++/OF & Arduino project for the charity no2ID. I also did a lot of R&D work and constantly encouraged AIS... to push the technological envelope.

Creative Technologist
July - September 2011

Main developer in a small agency specialising in health care communications. Focused primarily on Flash development, in particular sales tools that ran on the GSK internal B2B platform. Setup and managed a Windows development server including the JIRA suite and continuous development tools.

eBee

Creative Technologist
September 2011 - July 2014

Initially brought in to further Digits R&D team, my role has grown exponentially to incorporate supporting other developers including seniors, revitalising how the team works such as introducing GIT, CI [Jenkins], Bug Tracking[Redmine] and working as a key member of the creative team. In this role I am also responsible for not only R&D ideas, but their execution too and really allows me to use a broad range of my skills across technology. Projects have included audio transcription, natural language processing, graph databases, motion detection, circuit building and multi-client TCP networking to name but a few. I also do a lot of client work which mainly comprises of LAMP development work, as well as Javascript. I also built a project called CityPeaks (circuit build and backend), an R&D project that has been featured on various tech blogs on the web, including Creative Applications and Fast Co Design.

Creative Technologist
July 2014 - April 2015

As the primary 'technology guy' I work with the creative teams at Ogilvy adding the digital touch to many large advertising campaigns. While the role includes a lot of idea and conceptual based thinking, I have worked on a wide range on projects as a developer and technical lead. This has included a huge amount of build and prototyping work with very quick turnaround times including mobile applications, backend API's and DevOps. During my time at the company I have also maintained and implemented several existing projects, the most well know being YNTHT - an IOS & Web app with a very complex backend Node/Mongo/Neo4J stack. I have also overseen projects outsourced to production companies where I have been in a more technical lead role.

Senior Creative Technologist
April 2015 - Present

From Creative to DevOps, from prototyping to full installation builds. At Haygarth I have been involved right across the technology stack for some amazing projects. Deeply involved in two of the companies greatest experiential pieces, included working in a technical lead position responsible for hiring freelancers, buying hardware and architecting out the whole system. Not only this but working creatively through the concepting, development and final deployment and installation. My role at Haygarth definitely goes beyond that of a Creative Technologist, including migrating the company to AWS, modernising CI and testing practices as well more managerial responsibilities. The company has allowed me to really push what technology can do, particularly in a retail environment as well as experimenting with the latest VR, 3D printing, Beacon and Machine learning technologies.



Education

University

University of the Creative Arts, Epsom

Graphic Design: New Media 2.1

Bachelor of Arts

College

Queen Mary's College, Basingstoke

Computing A

A Level

Music Technology B

A Level

Electronics B

As Level

Graphic Design B

As Level

Media D

As Level

Secondary School

Bishop Challoner School, Basingstoke

9 GCSE Passes (A-C) including Maths (B) and English (Lang: C, Lit: C)
Word Processing [OCR] - Distinction