

# fernando colaco

## freelance designer & developer

me@colaco.com  
 linkedin.com/in/fernandocolaco  
 adobe certified expert  
 adobe community professional



### FIRST COMPUTER: ZX SPECTRUM

**first steps into coding, self-taught**  
 from here up to today, learning continuously  
 experience while there were no real projects

Best gift ever from parents: Sinclair ZX Spectrum computer. Basically responsible for the current career path. It all started with programming and curiosity. From here on, different coding languages and lots of experiments. A few computers later, apart from coding, started experimenting with graphic design, video and learning all different software and technologies. When the Internet appeared, all these were merged and interactive webdesign became a passion. Still not yet for client projects, but those came soon enough.

**YOUNG & RUBICAM**  
 interactive art director  
 advertising agency  
 3 years

At Y&R in Geneva, international agency focused on B2B, gained valuable experience in branding and strategy, language and market adaptation to different countries and regions, running marketing campaigns both for paper and digital media, conference and presentation materials like moodsetters, demos and videos, internal and client communication and marketing campaigns through microsites, landing pages, banner ads, emailers. Most projects were of Business to Business nature, but some Consumer projects were also part of these years. Y&R is part of WPP, one of the biggest worldwide advertising and marketing groups, listed on Forbes 500 companies. 350 of the Forbes 500 companies are clients of WPP, and the top 20 companies are all clients, either for design, advertising, strategy, marketing or branding.

**COLACO SA**  
 designer & developer (owner)  
 freelance

8 years, until today, for a total of **20+ years career**

The latest 5 years were spent around the world as a freelancer, between client projects, conferences and running workshops. Projects ranged from online ticketing and content management, mobile apps and games as well as interactive advertising campaigns. Full-featured cloud/web-based applications (complete with mobile tools) were also on the scope. Latest years several additions to skill-set, like social media integration, location awareness and investing progressively more on the mobile market. Continuously improving the ability to offer full solutions to clients, independent from what technologies will be needed to deliver them.

1978

BORN

1990

12 YEARS OLD

PORTUGAL & SPAIN

**STARTED OWN COMPANY: CYBERSUL**  
 graphic design, webdesign, video and 3d  
 opened while finishing high school  
 6 years

First serious projects appeared while still in high-school. During the last year, time was shared with starting own company, studying and continuously learning more. Projects from simple graphic design to websites (early internet times), first online shopping modules, point of sale software to video-post production. Clients mostly from Portugal and Spain but some international projects started appearing online. This ended up as the beginning of curiosity to try other countries and markets. Switzerland was next. And was the beginning of a literal nomad career, which was and still is unvaluable for feeding creativity.

1997

19 YEARS OLD

**BEDROCK REALTIME**  
 software development manager  
 finance sector  
 3 years

At Bedrock, the focus was on the technical side, dedicated mostly to development and integration of different back-end and front-end technologies for internal use and customers. From database management to dealing with trading and banking interfaces and building tools and solutions for analysis, reporting, tracking and operations. Even if a lot was contributed from the previous job, user experience and interface design skills, as well as corporate branding guidelines were enriched also.

2003

25 YEARS OLD

SWITZERLAND

2006

28 YEARS OLD

2009

31 YEARS OLD

EVERYWHERE!

CURRENTLY IN BEIJING  
 PREVIOUSLY IN  
 LONDON  
 AMSTERDAM  
 NEW YORK  
 PRAGUE  
 BERLIN  
 HELSINKI  
 STOCKHOLM  
 PARIS  
 BARCELONA  
 GENEVA  
 LISBON

**LANGUAGES:**  
 ENGLISH: fluent  
 FRENCH: fluent  
 PORTUGUESE: native  
 SPANISH: advanced  
 CHINESE: advanced

NOW

39 YEARS OLD

Current focus on **mobile, desktop and web apps**, using Flash, Flex, ActionScript, Html, Javascript, Php, MySQL and **whatever** technologies are needed. Both front-end and server side components of projects, as well as database integration. Proficient with Adobe software like Photoshop, Illustrator, Indesign, Premiere, as well as 3D Studio Max and integration of all its media on all kinds of projects. Delivery for iPhone, Android, Blackberry, desktop, the web and even print, **whichever** platform each project and solution needs to run and deliver. Currently also researching and programming for **virtual reality (VR)** as well as **robotics**. Priority to keep skillset and experience always updated, to be in accord with most recent and emerging technologies, continuously.

**SOME CLIENTS**  
 project examples, portfolio and demo on demand

