

Lee Probert

Creative Technologist / Product Architect

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Experience

I have over 25 years experience working in Digital production as a Designer and Developer of Interactive Media. As a Creative Technologist I help creative teams explore ideas around the application of technology through Prototyping, Feasibility and Business Viability.

I am involved at all stages of a campaign life-cycle: from strategy and planning; wireframing and prototyping; design and development. I am particularly interested in Virtual and Augmented reality, and the production processes involved in this emerging technology.

Proficiency

- Creative Technology ideation, strategy and consulting.
- iOS App design & development (Swift 3).
- Web design & development with HTML5, CSS3 and Javascript.
- Rapid Prototyping and UI design.
- Agile Scrum methodologies.
- Digital Production.

Research

- Emerging iOS technologies.
- Android Development.
- Unity Development.
- VR/AR Production.
- OpenFrameworks (C++ Generative Art Framework).
- Processing (Java Generative Art Framework).
- Amazon Web Services (Alexa kit)

History

January 2016 - present, Weald Creative. <http://wealdcreative.technology>

Founder & Creative Technologist

- Virtual & Augmented Reality Production.
- App & web development services.
- Creative Technology Consultancy services.

Weald Creative is a Creative Technology agency founded in January 2016.

My work is predominantly iOS & Web, but I also take on Unity development for VR/AR projects. As well as hands-on development, I also offer Creative Technology consultancy services, and have worked with many advertising & marketing agencies helping their Creative teams. I can provide insight into technology, feasibility and business viability. I manage my projects personally using Agile methodologies where possible. I have experience in Software Development methodologies, and manage remote offshore teams. Alongside the daily running of my business, I also pitch for

new business. I frequent Business Networking events, and meetups around the fields that I am studying. Running my own business is hard work, so managing my time and resources is also an area that I focus on.

July 2014 – August 2015, Southpaw. <http://southpawagency.com>

Creative Technologist

- Exploring the creative application of technology in advertising
- Prototyping, research and feasibility
- Technical scoping and resourcing
- Interaction and User Experience Design
- Mentoring and training
- Consulting and inspiring attitude change

Southpaw are a leading integrated advertising agency based in Tunbridge Wells. As their Creative Technologist I work with the Creative and Account teams to assist them in exploring and understanding how technology helps them offer innovative ideas and business solutions to their clients. My role involves research, prototyping, ideas generation, feasibility, documentation and training. I provide web and app development services; as well as regularly writing blog articles and hosting inspirational social events for the agency. Unfortunately, Southpaw made the role of Creative Technologist redundant due to a lack of billable digital work.

July 2012 – July 2014, Agnitio. <http://agnitio.com>

Senior iOS Developer

- Test-driven Software Development.
- UI design and wireframing.
- Software architecture, requirements and specification.
- Project Management with Agile Scrum methodologies in Jira
- Interaction and User Experience Design.
- Digital Strategy.
- Research and Prototyping.
- Management of offshore development team in Poland.

Agnitio is the industry-leading software platform for closed loop marketing. Specialists in digital communication tools for the global life sciences industry, Agnitio provides a complete pull marketing system to build effective relationships with healthcare professionals.

My work at Agnitio involved the development of a suite of iPad applications that are used as the primary presentation tool by pharmaceutical sales reps using the Agnitio platform. The application provides a mechanism for presenting HTML5 content whilst also collecting analytical data that can be sent back to the Agnitio Data Warehouse for processing; this information is then used to provide invaluable feedback to Agnitio's clients.

As well as coding I also managed the Continuous Integration process; handled the Scrum Sprint Planning; administration of JIRA; authoring Epics and Stories; monitoring burndown charts and presenting reports; managing the Source Control in GitHub, and distributing test builds.

August 2011 – July 2012, The Cloud and Compass. <http://thecloudandcompass.com>

Creative Technologist

My role at The Cloud and Compass as a Creative Technologist was to lead their Digital Strategy and advise the Creative Director in matters of feasibility and technical complexity. I helped with the planning and resourcing of Digital OOH projects, matching skills to tasks and sourcing appropriate tools and knowledge. I was hands-on with development and management of source control and IP.

August 2007 – August 2011, Lyraspace Ltd.

Rich Media Developer & Founder

As well as the daily administration involved with running a business, my work in this period was focused on Flash design and development; I also built Rich Internet Applications using Flex and MXML. I was hired as a trainer and as a digital consultant, and also began to study iOS development and built my first app. I worked on-site at various agencies in London offering development services.

January 2006 – August 2007, Ogilvy Interactive. <http://www.ogilvy.co.uk>

Flash developer (unofficial Creative Technologist)

My role at Ogilvy evolved from a standard Flash developer into what we now know as Creative Technologist; although, at that time the role had yet to be defined. As someone who had spent many years as both creative and technologist, it was natural for me to take the lead managing a small team of Flash creatives to manage the more technical projects that came into the agency. I also found myself consulting accounts and traffic managers in matters of scheduling, estimating, resourcing and feasibility.

June 2002 – Jan 2006, Cimex media. Senior Flash Technologist / Line Manager

The work at Cimex was tailored towards an e-learning market and involved Flash development of games and online activities for clients as diverse as DirectGov, Pearsons and The Royal Institute.

Dec 2001 – June 2002, BBC Factual and Learning.

Contracted to design and produce content for BBC's "How to be a gardener" website. The website won a BAFTA in 2003 in the e-learning category.

Feb 2000 – Dec 2001, Hypnosis Media. Flash Designer and Line Manager.

Managed a small team of Flash designers and developers in this medium sized company that specialised in online marketing solutions for the music industry and the entertainment sector.

Dec 99 – Feb 2000, Cimex Media. Freelance flash Designer.

Freelanced briefly with Cimex media when I first moved to London. Worked with them while they were still quite a relatively small company based in Islington. Built Flash interactive content.

Nov 96 – Oct 99, Magmed. Interactive Designer and Director Developer.

Forerunners of the multi-media revolution of the 90's, Magmed offered CD-ROM solutions. I was a designer and multi-media technician using Director and early versions of Flash to create interactive titles.

Feb 94 – Oct 96, CPL Icon. Graphic Designer / Imaging Technician.

Icon was the digital imaging department of CPL (Colour Processing Laboratories), a nationwide

professional photography specialist. I imaged presentations to film and slide, retouched photos and setup large print runs.

Oct 93 – Feb 94, Oasis Art & Design. Graphic Designer.

Oasis was a small family run printer that needed someone to generate black and white artwork to be used to produce plates. They also required someone to help with the design requirements of small businesses that had not yet established a brand identity.

Education

Sept 91 – June 92 BA honours Fine Art (incomplete).

Sept 88 – June 91 BTEC National Diploma in Art & Design.

Sept 83 – June 88 9 GCSE's: Castle Vale Comprehensive, Birmingham.

Publications and awards

The Drum : [Virtually Mainstream blog article 2015](#)

Blog : [Articles and thoughts on Creative Technology](#)

BAFTA Award BBC 'How to be a Gardener' website.

Online Music Awards 'Bentley Rhythm Ace' site nominated for 'best dance music website'.

Select magazine 'Bentley Rhythm Ace' site top ten music website of the year.

Creative Review Demo of an enhanced CD for avant-garde band 'Pram'. Musical soundscape toy developed in Director.

Voluntary

I used to run an after-school [Code Club](#) at Paddock Wood Primary School which was hugely rewarding. I am an advocate of teaching coding in schools and run Facebook pages for parents called [Kid Coder](#) and [Geek Dad Show and Tell](#). I used to run a meetup in Tunbridge Wells called [Furiously Curious](#) to showcase Creative Technology and host, curate and source speakers for, what was, a popular bi-monthly event. I was also asked to join an IPA think-tank on Creative Technology in the advertising industry.

Personal

I am married, and a father of three young girls, who keep me entertained and full of joy. As well as a personal interest in Creative Coding and Digital Arts, I also like to run, read and listen to weird music. I am politically left leaning with a liberal mindset, and would consider myself an atheist with humanist morality.

References

The following people may be contacted as references ...

- Tom Poynter (CEO at Southpaw) - tom.poynter@southpawagency.com
- Tiberio Catania (CTO at Agnitio) - tibcatania@yahoo.com
- Mark Swift (Previously Creative Director at The Cloud and Compass) - mark.swift@me.com
- Gary Jobe (previously Head of Technology at Ogilvy) - jobester@gmail.com