

Marco Chaves

SENIOR CREATIVE ENGINEER

Front-end and creative engineering for regulated brands — HTML5 ad units, Veeva CLM, touchscreen panels and email.

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LinkedIn [linkedin.com/in/marco-chaves-rodriguez](https://www.linkedin.com/in/marco-chaves-rodriguez) Based Alajuela, Costa Rica · Remote

PROFILE

Eleven years building interactive work for the web's most constrained surfaces: ad servers that enforce a weight budget, rep iPads running offline inside Veeva, congress kiosks nobody attends for ten hours, and Outlook.

I work across the range — motion in GSAP, 3D in Blender, production front-end in HTML/CSS/JS — and specialise in regulated pharmaceutical work, where approved copy is immutable and the layout accommodates it, not the reverse. I currently lead intake for my team and review the work that ships alongside mine.

DELIVERED IN 2026 TO DATE

150+ Animated HTML5 banners	17 HTML emails	4 Veeva CLM presentations	3 Touchscreen panels	1 Microsite
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BRANDS

PHARMACEUTICAL

Pfizer · AbbVie · Bristol Myers Squibb · Genentech · Astellas · Dynavax · Exact Sciences · Allergan

CONSUMER, FINANCIAL & TECHNOLOGY

Bank of America · Citi · USAA · Walmart · Heineken · Kimberly-Clark · Kraft · Pampers · Pantene · Pop-Tarts · Five Guys · JennAir · HPE

EXPERIENCE

Senior Creative Engineer · **Saatchi Wellness — Publicis Production** 2021 — Present · Remote

Ten years with the same employer: joined as Creative Engineer in 2016, moved to health accounts in 2021, promoted to Senior Creative Engineer in 2023

- Lead intake for the team: scope incoming projects, decide how they are built, and review everything that ships — including the work of the front-end developer I mentor day to day.
- Wrote the 17-section reference manual for the in-house banner production framework, in English and Spanish, so new developers can onboard without shadowing someone.
- Build across the full range for regulated brands: Veeva CLM presentations, congress touchscreen panels, HTML5 ad units, HTML email and microsites.
- Ship inside medical-legal review cycles where safety copy is reproduced verbatim from the approved label and cannot be summarised or reordered to fit — so layout, scroll behaviour and animation timing are designed around the copy.
- Engineer offline-capable CLM decks for rep iPads: fixed 1024×768 canvas, no runtime network, hand-built ISI scroll regions because the native scrollbar cannot be styled in the iPad WebView.
- Develop unattended congress panels at 1920×1080 with attract loops and inactivity recovery, so an abandoned screen returns itself to a presentable state without a human on site.

Creative Engineer · **Prodigious** — now **Publicis Production**

2016 — 2021 · Costa Rica

- Built animated HTML5 display advertising across DoubleClick Studio, FlashTalking, Celtra and Adobe Animate for Bank of America, Citi, USAA, Kimberly-Clark, Kraft, Pampers, Pop-Tarts, Five Guys, JennAir and HPE.
- Adapted one campaign concept into the full size matrix — 300×250, 300×600, 160×600, 728×90 and the mobile units — reworking the animation so it reads at every aspect ratio instead of rebuilding it per size.
- Shipped to ad-server weight budgets, trimming assets and timelines to the publisher's initial-load limit rather than cutting the animation; 26 of these units run live in the portfolio reel.
- Produced video units in After Effects, and modelled and animated 3D assets in Blender for use in display and social creative.
- Developed HTML email, and prepared and optimised SVG artwork from Illustrator for animation, working in Git-based team workflows across concurrent campaigns.
- Certified on the platforms the work shipped through — Google DoubleClick (2018) and FlashTalking (2021) — and briefed new team members on trafficking specs and clickTag behaviour.

Front-End Web Developer Analyst · **Accenture**

2015 — 2016 · Costa Rica

- Animated HTML5/CSS/JS display banners, advertising email, and internal landing pages and web applications for client-facing teams.

Front-End Web Developer · **Webydi** — **Freelance**

2014 — 2016 · Costa Rica

- Designed and built websites and web applications for small-business clients end to end, including hosting, maintenance and analytics reporting.

SELECTED WORK — LIVE AT MARCOCHAVES.COM

Display reel — 31 shipped ad units [/reel/](#)

9 consumer, financial and technology brands at every standard size, running live rather than captured as video.

Veeva CLM presentation — built to demonstrate [/work/veltriva-cva/](#)

Four-slide rep-triggered deck at 1024×768: offline-capable, zero raster assets, 107 KB. Invented brand.

Congress touchscreen panel — built to demonstrate [/work/veltriva-touch-panel/](#)

1920×1080 unattended kiosk with an attract loop and an inactivity guard that resets it between visitors.

TECHNICAL SKILLS

LANGUAGES & MARKUP

HTML5 · CSS3 · SCSS · JavaScript (ES2015+) · SVG · JSON

AD PLATFORMS

Google DoubleClick Studio · Campaign Manager 360 · FlashTalking · Celtra

BUILD & TOOLING

Webpack · Handlebars · SSWeaver · npm · Git · Astro

WEB & ANALYTICS

WordPress · Bootstrap · Google Analytics · Technical SEO

CERTIFICATIONS

FlashTalking Certification

FlashTalking

2021

DoubleClick Certifications

Academy for Ads, Google

2018

Digital Marketing Certificate

Interactive Advertising Bureau

2016

Web Developer Certificate

Next University

2016

EDUCATION

Computer Engineering — coursework

Instituto Tecnológico de Costa Rica

2011 — 2013

Bachelor of Secondary Education

Colegio María Inmaculada

2007

LANGUAGES & INTERESTS

Spanish Native · **English** Professional working proficiency (B2) — daily collaboration with a US-based team

Photography and FPV drone racing — both of which are really just motion and framing problems with different tools.