

Sarabjeet Singh

Digital Interactive Developer & Technologist, TBWA\ Digital Arts Network

Hey, My name is SAbi, I have over 9 years of hands on experience in the Digital Space working as a Digital Interactive Developer and Technologist.

I have been an integral part of digital incubation teams and have worked on projects involving development on Microsoft Kinect, Arduino, iOS, Android, Gaming engines, a cross platform comic publishing engine.

I love to constantly research and develop new ideas that can inspire the creative team to apply those for existing clients and use them to pitch for potential ones. I'm always looking to add value and exploit any new media idea to its fullest potential.

I'm currently working as a Digital Creative Technologist at the Digital Arts Network, which is part of the TBWA\RAAD group in Dubai.

My work has been featured across top industry media including the FWA, Creativity Online, Contagious, Mashable and Campaign.

My work has won top accolades at various international and regional creative and marketing effectiveness award shows including the Cannes Lions, the One Show, The Dubai Lynx, MENA Cristal and the GEMAS Effies.

CONNECT

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**PROFESSIONAL
EXPERIENCE**

DIGITAL INTERACTIVE DEVELOPER & TECHNOLOGIST
TBWA\RAAD, Dubai / UAE
Current: 2010 June onwards

DIGITAL INTERACTIVE DEVELOPER
OGILVYONE, Memac Ogilvy, Dubai / UAE
2008 - 2010

SR. FLASH DEVELOPER
CATCH INTERACTIVE, Dubai / UAE
2007 - 2008

SR. FLASH DEVELOPER
PICTUREAL, Mumbai / India
2004 - 2007

AWARDS

Fotoo

FWA – mobile of the day – 26 April 2015

IKEA Benno Tower

Cannes Cyberlions – Finalist

Dubai Lynx – Silver

Toblerone – Lost in toblerone triangle

Dubai Lynx – Gold

National Geographic Wild Cards

MENA Crystal – Gold

promaxBDA – Gold

DUBAI LYNX – Silver

IKEA Resize-a – room

Cannes Lions – Bronze

Dubai Lynx – Gold

The Loeries – Silver

Ads of the world – Gold

AAC The House Hunter Test Drive

MENA Crystal – Gold (Interactive & dynamic Banner)

Cannes Lions – Shortlist (Promo & Activation)

Cannes Lions – Shortlist (Media – Best Use of Digital Media)

Dubai Lynx – Silver

Mashable – Top 10 Insanely Clickable Banner Ads

Caples Awards – Finalist

GEMAS Effies – Silver

Nissan Test drive on command

Cannes Lions – Shortlist

Dubai Lynx – Silver

The Loeries – Shortlist

Panadol Heads Campaign

Cannes Lions – Shortlist

ONE SHOW – MERIT

Ads of the world – Gold

Dubai Lynx – Silver

MENA Cristal – Shortlist

Dubai Lynx – Silver

AWARDS

Chilis Taste the Southwest
Dubai Lynx – Gold
The Loeries – Shortlist

GE Al Khairat Adventures
Dubai Lynx – Silver

Berlitz Rubiks cube
Dubai Lynx – Silver

MusicMaster
Dubai Lynx – Silver

ACDelco, YES Campaign
Dubai Lynx – Silver (Integrated)
GEMAS Effies – Grand Prix
MENA Cristal – Gold

Gulf Scrabble, Battle Captcha
Dubai Lynx – Bronze (Direct – Use of Media)
Dubai Lynx – Shortlist (Interactive)

Nissan, Create your terrain
Dubai Lynx – Bronze
GEMAS Effies – Shortlist
FWA – Public Shortlist
Commarts – WebPick of the day

Standard Chartered Bank, My Majlis
Dubai Lynx – Bronze (Websites)
Dubai Lynx – Shortlist (Apps)
GEMAS Effies – Shortlist

Exoto Tifosi, Grab your own
Dubai Lynx – Bronze

Anayou, FunMakina
Dubai Lynx – Shortlist
The Internet Awards – Shortlist

Panadol, Tag your moment
Dubai Lynx – Shortlist

AWARDS

MBC 2, Horror
Dubai Lynx – Shortlist

Maxwell House, Trio Time
GEMAS Effies – Shortlist

Motoraz2
FWA – site of the day

HP – The computer is personal again
ADOBE – site of the day

EDUCATION

BSc. Computer Science
UP University, India

Creative Arts
ZED Institute of Creative Arts, India

CURRENT INTERESTS

iOS, Android, Apps, Gaming Engines, Widgets, Augmented Reality, Real time web, Microsoft Kinect, Arduino, Gyroscope ,Motion sensing, UNITY3D, HTML5, WebGL, stage3D, Leap Motion.