

## Sarabjeet Singh - Creative Developer & Technologist

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

I have been an integral part of digital incubation teams and have worked on projects involving development on BLE (Bluetooth Low Energy), Microsoft Kinect, Arduino, iOS, Android, P2P Gaming engines, a cross-platform app 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.

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

Sarabjeet Singh

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**Website** - <http://www.sabisin.com>

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GERMANY

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### CURRENT TECH STACK / FRAMEWORKS / TOOLS

Swift, XCode, Objective C, React, Node.js, JavaScript, Git, Continuous Deployment (CI), Continuous Deployment/Delivery (CD), Atomic Methodology, PixiJs, Algorithms for Design, Nginx

### WEBSITE / PROJECTS <https://sabisin.com/>

### PROFESSIONAL EXPERIENCE

PRESENT

#### **GROWL MEDIA - SENIOR DEVELOPER (REMOTE)**

ROLES/  
WORK

iOS App Development

TECH

Swift, SwiftUI, CoreML, Object Detection, ARKit, Image Recognition, Firebase, Node.js, Python (Turicreate framework for MLModels), Tested Fastlane Automation

SEPT 2016 - JUN 2020

#### **DDB, Germany - CREATIVE DEVELOPER & TECHNOLOGIST**

ROLES/  
WORK

VW Reporting & Analytics Tools  
VW Onehub Core Components Architecture  
VW Design-6 Financial Services Feature Apps  
DE DDB website (Relaunch)  
Lufthansa #LifeChangingPlaces Web Campaigns  
Bauer Media Internet & Intranet Website  
VW Prototype POC using ARKit/ARCore

TECH

React, AEM, Node.js, JavaScript, Git, CI/CD, Craft CMS, Vagrant, VueJs, Sass/Scss, Webpack, Twitpack, Swift, SwiftUI, ARKit, ThreeJs, Express.js

APR 2014 - FEB 2017

#### **GROWL MEDIA, Dubai, UAE - SENIOR DEVELOPER**

ROLES/  
WORK

iOS App Development  
Objective C Native Extensions for Cocos2dx  
Contributed to Cross Platform App Publishing Engine  
Prototype BLE Enabled Interactive Toy

TECH

Swift, Objective C, BLE, Node.js, JavaScript, Git, CI/CD, Face Detection, Pattern Detection, Object Detection, Angular, Typescript

JUN 2010 - MAR 2014

**TBWA\RAAD, Dubai, UAE - DIGITAL INTERACTIVE DEVELOPER**

ROLES/  
WORK

Prototype BLE Enabled Fridge Magnet - Cannes 2012 Gold Lion (Mobile - Innovative Tech)

Frontend Development for misc web campaigns for agency clients (Nissan, Energizer, IKEA, Standard Chartered, ENBD, Anayou)

TECH

Objective C, BLE, HTML, ActionScript, JavaScript, Git, Php

MAY 2008 - MAY 2010

**OgilvyOne, Dubai, UAE - DIGITAL INTERACTIVE DEVELOPER**

ROLES/  
WORK

Frontend Development for misc web campaigns for agency clients (Neo Ogilvy, AC Delco, Toblerone, AC Delco)

TECH

HTML, ActionScript, JavaScript, Subversion, Php

SEPT 2007 - APR 2008

**Catch Interactive, Dubai, UAE - SENIOR FLASH DEVELOPER**

ROLES/  
WORK

Motorazr2 V8 launch campaign website (FWA SITE OF THE DAY)

DEC 2004 - AUG 2007

**PICTUREAL, Mumbai, India - Intern & FLASH DEVELOPER**

**AWARDS**    <https://sabisin.com/awards/>

**EDUCATION**

**BSc. Computer Science**

UP University, India

**Creative Arts (3D)**

ZED Institute of Creative Arts, India

**LANGUAGES**

English

German - A2 Level

Punjabi