

Siniša Spasojević

Hands-On Tech Skills Summary:

- C++ OpenGL cross-platform development of 3d real-time visualization software.
- Sensors native development (Kinect, LeapMotion, Laser rangefinders, Arduino proximity, tilt, ambient light, temperature etc.)
- Cross-platform native app development (Unity C#, C++, Obj-C, Java)
- High-end web development (pure-WebGL, HTML5, building render engines, UI libraries and frameworks, front-end, back-end)
- Research new technologies, AI, interactive spaces and advanced visualizations.

Management Skills Summary:

- Built tech teams in ad agencies and software development companies
- Set standards and processes within tech team as well as between tech, account servicing and creative departments
- Motivate team members and build atmosphere of trust and teamship.

Education:

- BS, Computer Science, Belgrade Business School

Contact:

- Cell: (86) 18602182170 (available on [Viber](#) and [Telegram](#))
- Email: s.spasojevic@visionmax.com.hk | spasojevic.sinisa@gmail.com | sinisa@studio-march.com
- WeChat: sinisas



Experience Summary

Vision Max Limited

Founder, visionmax.com.hk

January 2008 - present

AKQA (Shanghai)

Head Of Technology

December 2017 – July 2018

Serviceplan (Shanghai)

Technology Director, serviceplan.cn

February 2016 - December 2017 (1 year, 10 months)

Freelancer

June 2007 - February 2016 (8 years, 7 months)

Screampoint LLC (Shanghai)

Senior Technology Architect, screampoint.com

June 2002 - June 2007 (5 years, 2 months)

CGS Software

3D Artist, Character Animator, Post Production

2001 - 2002 (2 years)

Ultima Communications

3D Artist, Post Production, Flash Developer, ultima.rs

2000 - 2001 (2 years)

Experience Highlights

Vision Max Limited

Starting from 2008, Siniša started his own digital production service providing technology solutions for creative industries. His slogan is "Visualize your craziest creative ideas". Since then, he has worked with top tier creative agencies such as Ogilvy & Mather, BBH, iBlue, Jack Morton, Tag, Serviceplan, AKQA, TBWA, SapientNitro, Publicis Groupe, Saatchi & Saatchi, McCann Erickson, TBWA, BBDO, ISOBAR, etc; providing them with cutting-edge technology solutions for their clients like AliExpress, Shu Uemura, Dior, Wyeth, Xiaomi, ICONIQ, Glenfiddich, Fendi, La Mer, Nike, Shiseido, Chanel, NBA, Puma, Adidas, Vice Music, Bosch, Unilever, Uniqlo, Nivea, Oreo, Dove, Kappa, QiaoDan, Motorola, The Venetian Group; etc.

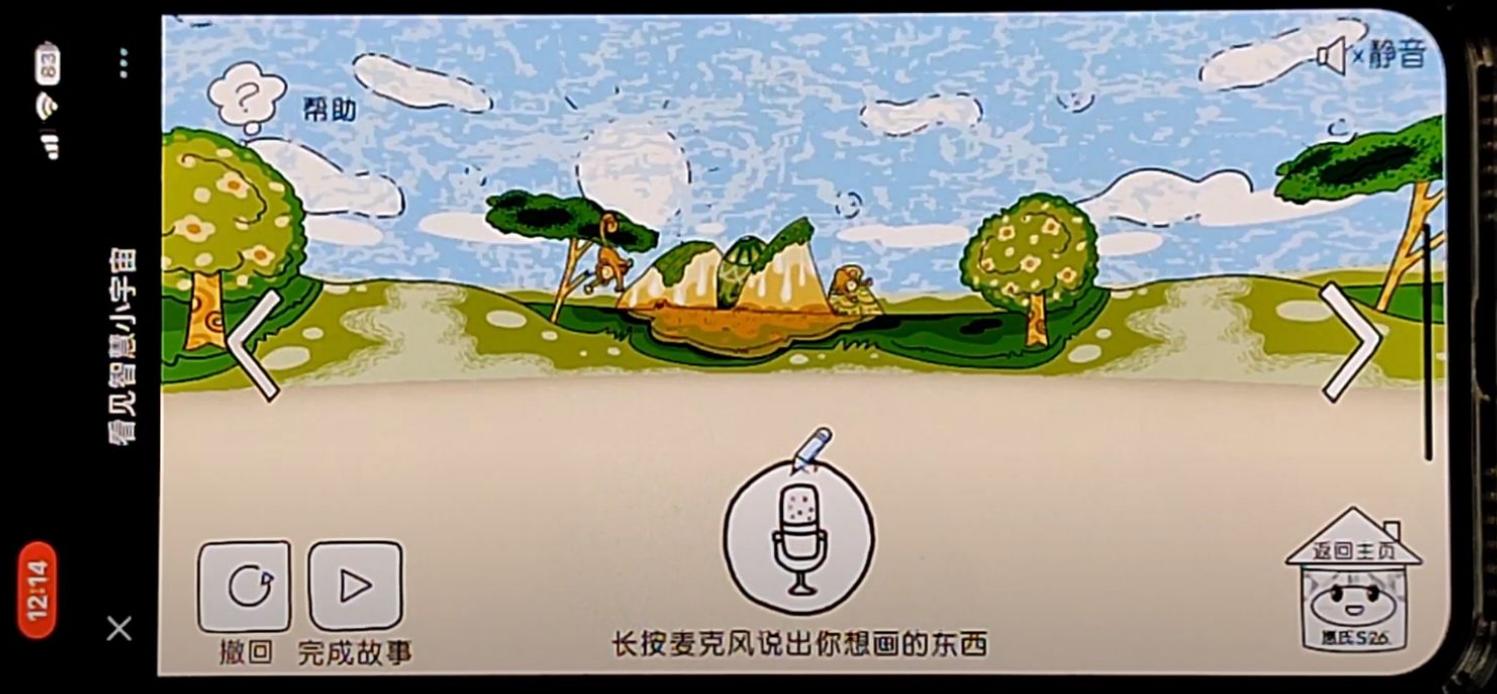


Vision Max Limited

Voice Doodler v2.0

WeChat Microsite with WebGL and Voice Recognition

- Front-end development of WeChat microsite completely developed, both UI and 3D content, with [ISKON](#) library, based on WebGL.
- Back-end development for understanding of voice command and providing proper response, like story surrounding, object creation or weather conditions.
- Uses voice to text recognition that enables users to create their story by issuing voice commands.
- Launched in China for WeChat, for duration of 8 months, with end date by end of January 2024.
- Provided Aliyun hosting and system monitoring for this period.
- Based on the original Voice Doodler developed by us for the same client in 2020.



Click here to view [Voice Doodler v2.0 in action!](#)

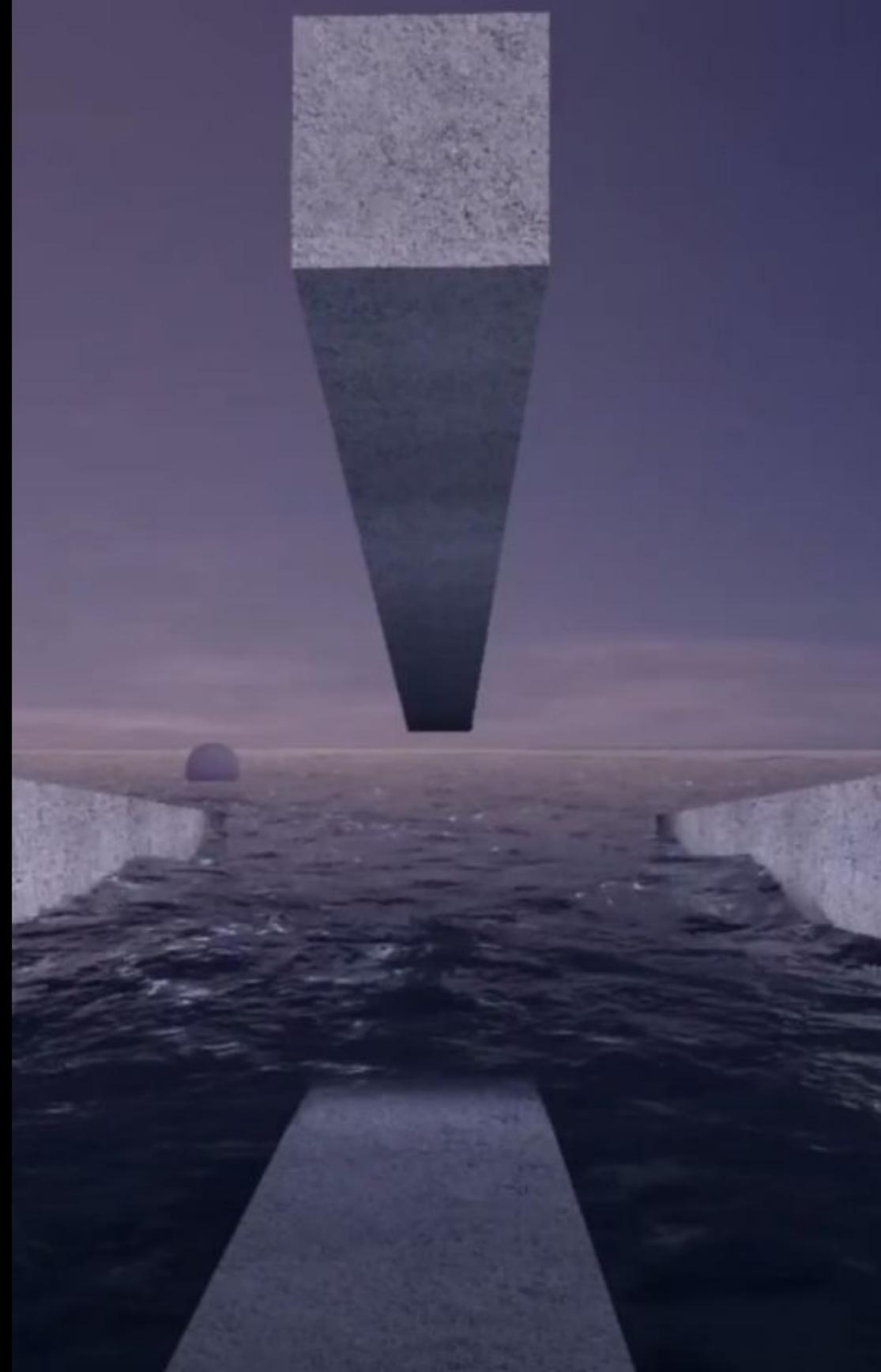
Vision Max Limited

RED PLUS

Website with WebGL

- Front-end development of desktop, tablet and mobile microsite, with UI created with [Vue.js](#) and 3D and 2D experiences created with [ISKON](#) library, based on WebGL.
- We have built agency's brand new website, based on their design and idea. Landing screen is a 3D scene, with weather and time of day simulation, based on the real-time weather data feed using GPS location of their office.
- 3D scene shows stylized agency's logo (concrete pillars in a cross-like formation), and agency's featured projects. Entire website content is editable via custom made back-office we have built for our client.
- Backoffice is built using Vue.js for the front-end and Lumen for the backend.

Click here to view [RED PLUS website and backoffice in action!](#)



Vision Max Limited

L'Occitane AR Europe

Microsite with WebGL, AR and Face Tracking

- Front-end development of mobile-only microsite, with UI created with [Vue.js](#) and 3D games created with [ISKON](#) library, based on WebGL.
- A 2023 campaign for EU markets (France, Germany, Spain, Portugal and UK).
- In L'Occitane retail shops where users can play AR game of collecting nuts spawning around the shop, or create AR selfie with L'Occitane products, to receive 2 coupons to spend them on-site or on-line.
- Facial features tracking based on [BRF5 library](#).
- AR marker recognition based on [JSARToolkit](#).
- Provided AWS hosting and system monitoring for this period.
- Based on the original L'Occitane AR China developed by us for the same client in 2022.

Click here to view [L'Occitane AR Europe in action!](#)



Vision Max Limited

L'Occitane AR China

WeChat Mini-Program with WebGL, AR and Face Tracking

- Front-end development of mobile-only microsite, with UI created with [Vue.js](#) and 3D games created with [ISKON](#) library, based on WebGL.
- A 2022 campaign for China mainland.
- In L'Occitane retail shops where users can play AR game of collecting olives spawning around the shop, or create AR selfie with L'Occitane products, to receive 2 coupons to spend them on-site or on-line.
- Facial features tracking based on [BRF5 library](#).
- AR marker recognition based on [JSARToolkit](#).
- Provided Aliyun hosting and system monitoring for this period.
- 3D content produced by our inhouse 3D team.

Click here to view [L'Occitane AR China in action!](#)



Vision Max Limited

MOXY AR China

WeChat Microsite with WebGL and AR

- Front-end development of mobile-only microsite, with UI created with [Vue.js](#) and 3D AR experiences created with [ISKON](#) library, based on WebGL.
- A 2022 campaign for Moxy hotels in China mainland, Taiwan (Taipei), Japan, South Korea and Hong Kong, where visitors can create their own Moxy avatar and discover hotel features & facilities with AR technology, with their avatar becoming their tour guide.
- Distributed via WeChat in China mainland, and via mobile browsers in other markets.
- AR marker recognition based on [JSARToolkit](#).
- 3D content produced by our inhouse 3D team.

Click here to view [MOXY AR in action!](#)

media.monks

studiomarch
VR
Lab

VISION MAX
CREATING WITH TECHNOLOGY LTD



Vision Max Limited

Lab Series Racing Game: WeChat Mini-Program

- Front-end development of mobile-only microsite, with UI created with [Vue.js](#) and 3D game created with [ISKON](#) library, based on WebGL, packaged into WeChat Mini-Program.
- Physics engine used is [Ammo.js](#)
- 3D content produced by our 3D team: [Studio March](#).

Click here to view [Lab Series Racing Game in action!](#)



Vision Max Limited

Taikoo Li AR : WeChat Mini-Program

- Front-end development of mobile-only microsite, with both UI and 3D content created with [ISKON](#) library, based on WebGL, packaged into WeChat Mini-Program.
- Provided domain name with ICP and hosting on Aliyun cloud (Shanghai region), with system monitoring for the duration of the campaign.
- 3D content produced by our 3D team: [Studio March](#).

Click here to view [Taikoo Li AR in action!](#)



Vision Max Limited

Kinu Satin : WeChat and Mobile Browser Microsite

- Front-end development of mobile-only microsite, with both UI and 3D content created with [ISKON](#) library, based on WebGL.
- Back-end and Back-office development, based on [CakePHP](#).
- China version hosted by client. International version hosted by us, on Amazon AWS (Hong Kong SAR region).
- Targeted markets in China, Hong Kong, Taiwan, Japan, Indonesia, Malaysia, Singapore and Vietnam.
- 4 languages provided: English, Japanese, Chinese Simplified and Chinese Traditional.
- 3D avatar produced by our 3D team: [Studio March](#).

Click here to view [Kinu Satin in action!](#)



Vision Max Limited

One Flag : Microsite with WebGL for Tokyo Olympics 2021

- Front-end development of desktop and mobile microsite, with 3D content created with [ISKON](#) library, based on WebGL.
- Back-end and Back-office development, based on [CakePHP](#).
- Provided domain name (oneflag.me) and hosting on Amazon AWS (Paris, France region), with system monitoring for the duration of the campaign.
- Targeted markets in France, Spain and Brasil, during Tokyo Olympics 2021.
- Channels of distribution:
AliExpress Twitter account, Instagram KOLs, Tik Tok KOLs,
AliExpress Facebook page.

Click here to view [One Flag in action!](#)

COUNTRIES 9.518 KM OF THREAD



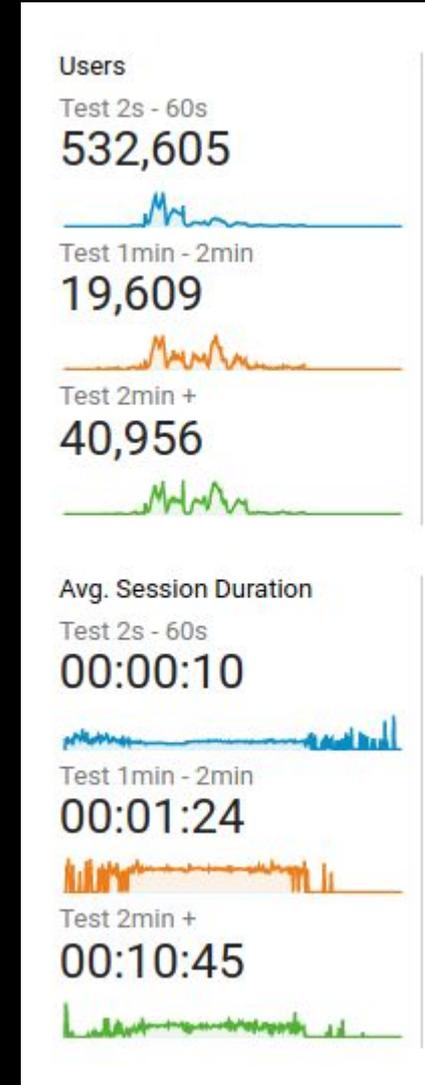
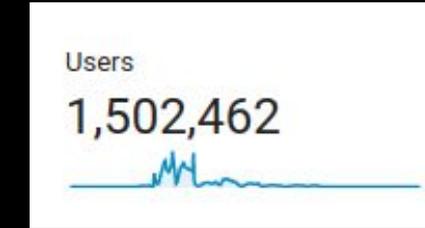
Official E-commerce Services Partner



TO PARTICIPATE

In total 580,000 users have visited the site, when taken into account only visits without bounce, out of which 7% of users have spent on average 10 minutes and 45s on the site.

When taking into account all visits, a total 1.5 million users has opened the link.

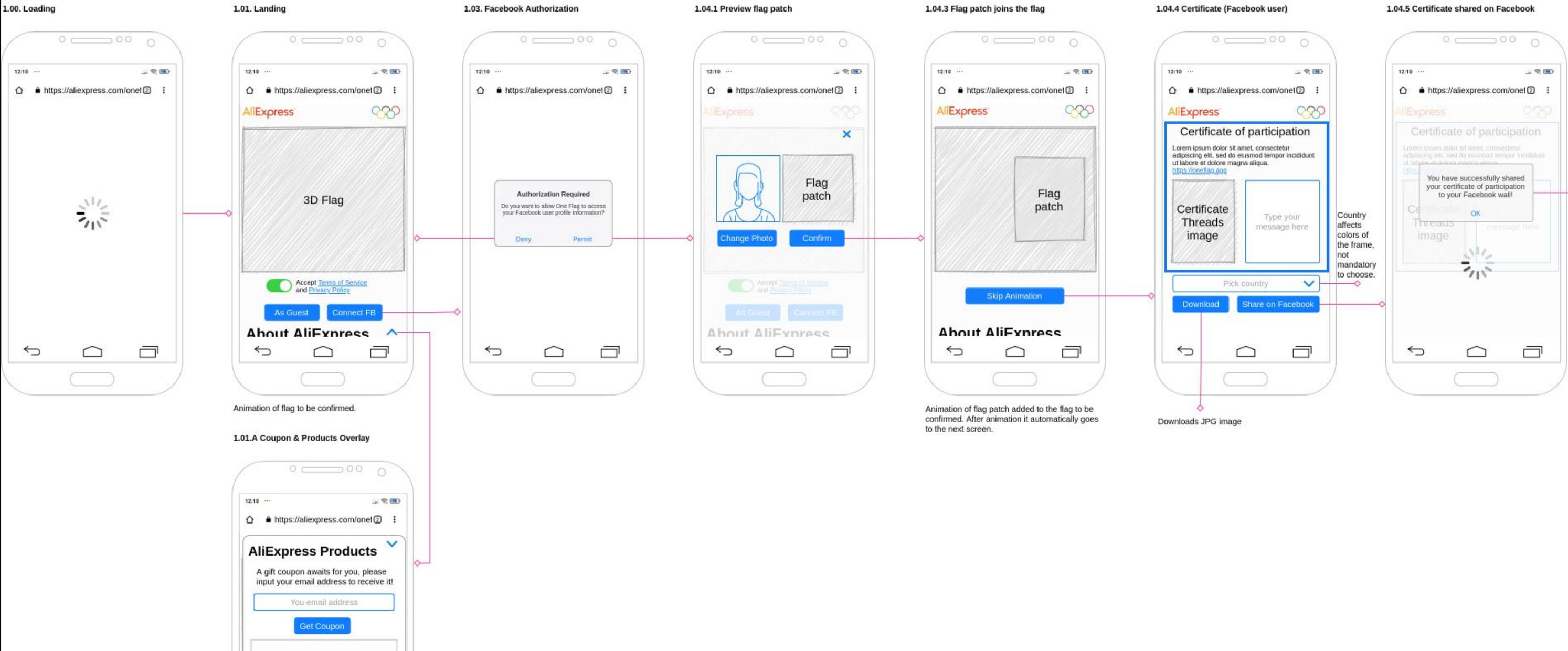


AliExpress OneFlag : Wireframes (Most Common User Journey)

2021.05.20. v1.2

Siniša Spasojević

1. Mobile - First time user with Facebook account

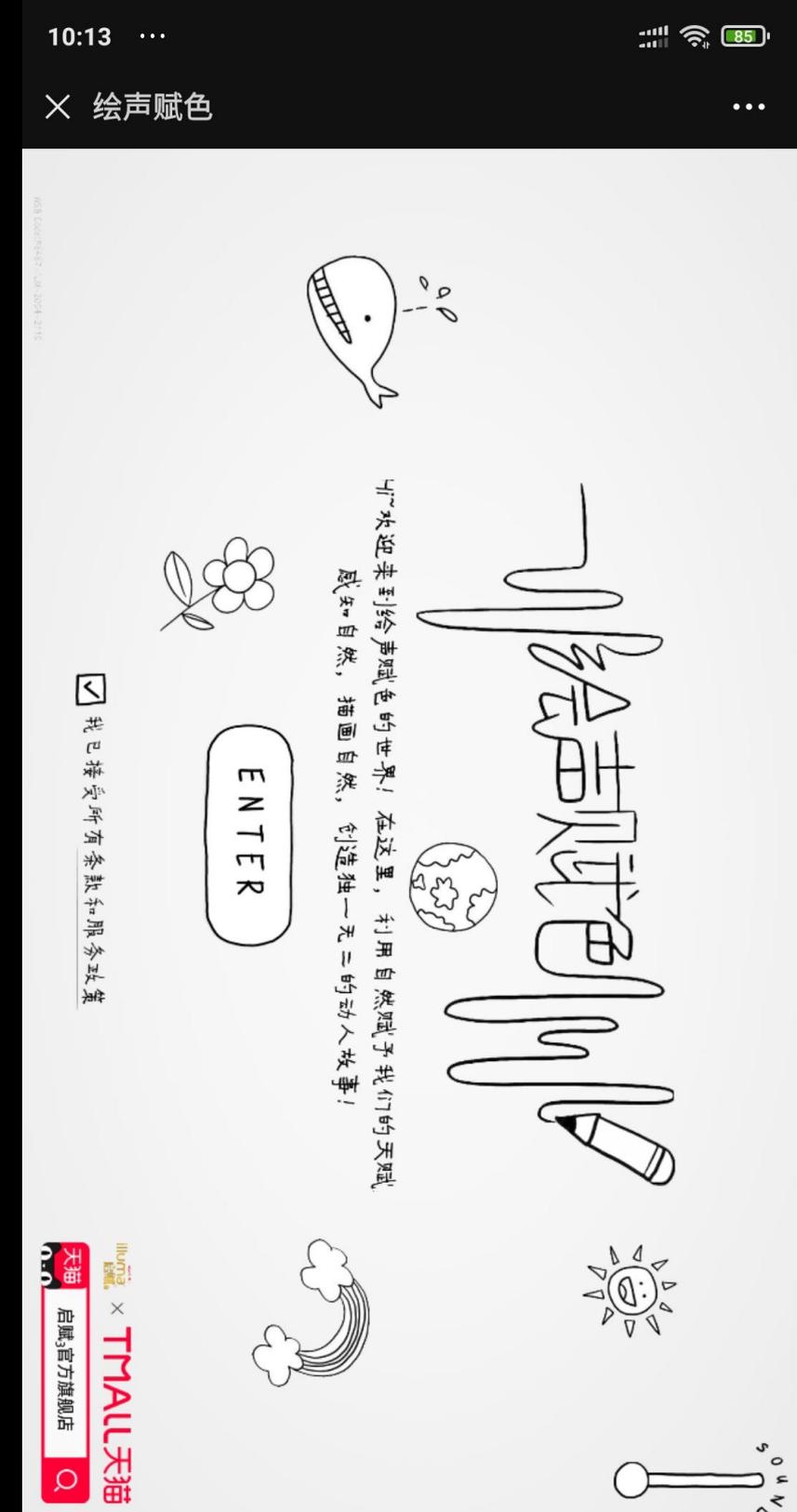


Vision Max Limited

Wyeth Voice Doodler : WeChat Microsite with WebGL and Voice Recognition

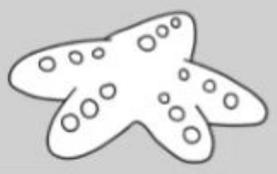
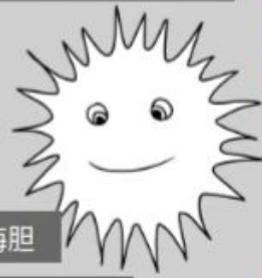
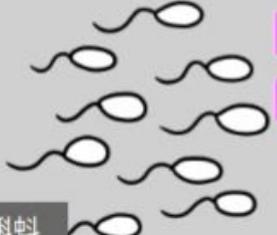
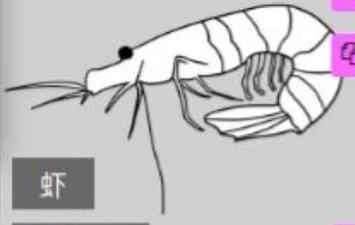
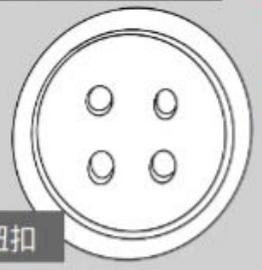
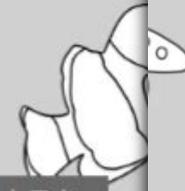
- Front-end development of WeChat microsite completely developed, both UI and 3D content, with [ISKON](#) library, based on WebGL.
- Back-end development for understanding of voice command and providing proper response, like story surrounding, object creation or weather conditions.
- Uses voice to text recognition that enables users to create their story by issuing voice commands.
- Distributed via 12 different channels (Wyeth, Illuma, Illumacare, T-Mall, JD, Babemax, Kidswant etc.) where each channel have had its own branding in microsite UI and 3D content included.
- Launched in China for WeChat, for duration of 8 months.
- Provided Aliyun hosting and system monitoring for this period.
- Awards: [OneShow 2020 Gold](#), [Clio 2020 Silver](#)

Click here to view [Wyeth Voice Doodler in action!](#)



Reload Search for... Add From Search Add Single

<<< >>> Show all

8bda0cb2900f4494  海星 starfish	1f81f9abc7782a23  海胆 sea urchin	fa738c6743c97906  莲花 lotus	5d9233172ba24589  树 tree	a41b5628e96054aa  蝌蚪
f18e2a3611765572  虾 shrimp	f8d7274da8703c52  狮子鱼 lion fish	7470b2bbf49f84d  纽扣 button	3fbdfbedcde4  小丑鱼 clownfish	

Backoffice for agency to populate 4,000 doodle illustrations, and associate them with English and Chinese words.

lion fish lion fish button button clownfish clownfish 钻石 diamond

lion fish lion fish button button clownfish clownfish 钻石 diamond

lion fish lion fish button button clownfish clownfish 钻石 diamond

lion fish lion fish button button clownfish clownfish 钻石 diamond

Show all



diamond2 钻石 Confirm Cancel Paste

狮子鱼 lion fish 纽扣 button 小丑鱼 clownfish 钻石 diamond

Vision Max Limited

Dioramour : Interactive space installation

- Multiple deliverables included:
 - Unity application with Azure Kinect sensor plugin and WebSocket client
 - iPad HTML5 application for staff & user interaction with WebSocket client that controls Unity application
 - WebSocket server (on-site)
 - HTML5 application for sharing created video (on remote host)
- Installed in 5 locations in China for the duration of 6 weeks:
 - Shanghai (shopping malls IAPM and Plaza 66), Nanjing, Shenzhen, Xi'an

Click here to view [Dioarmour show case video](#)



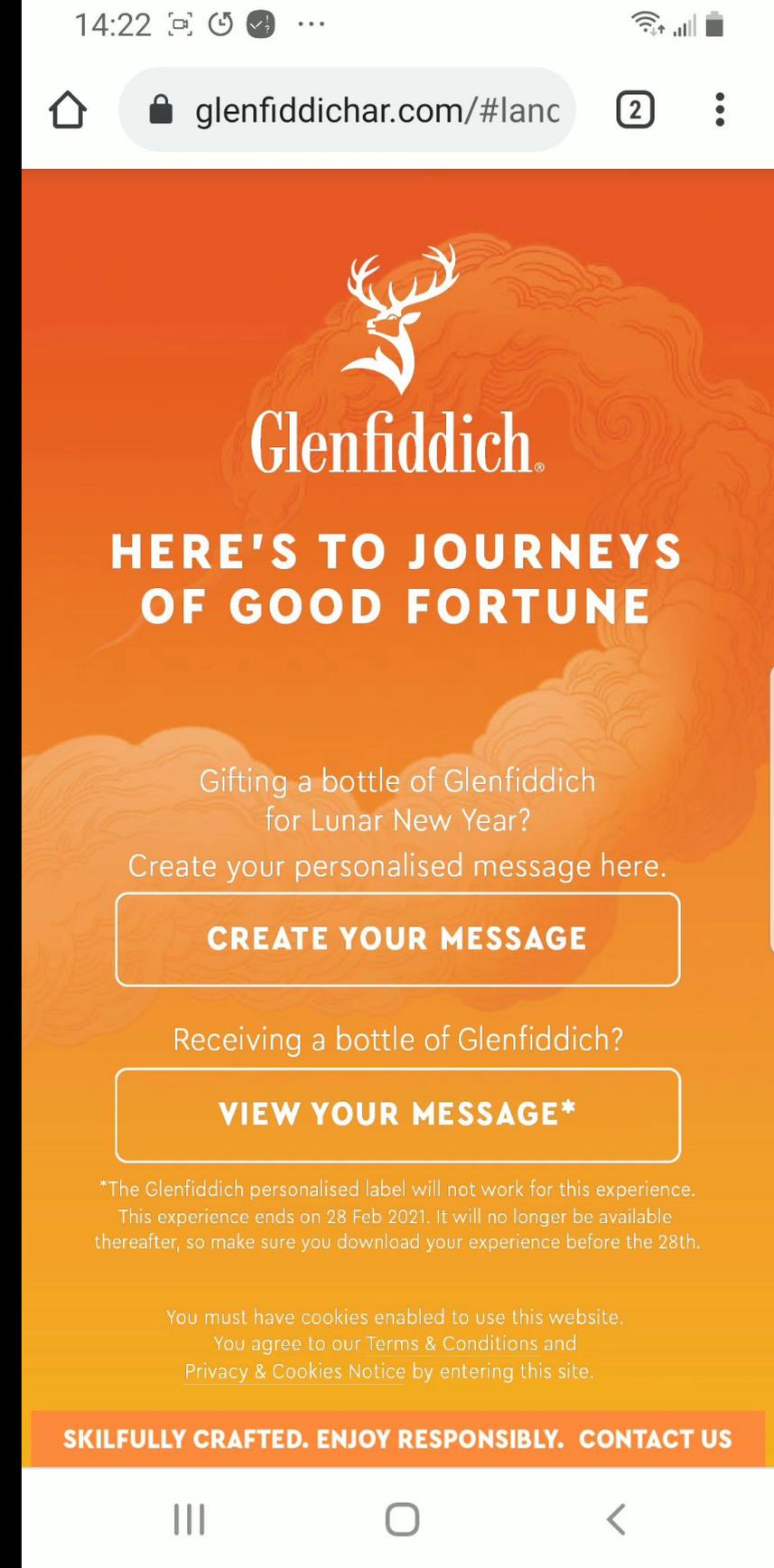
Vision Max Limited

Glenfiddich AR : Web-based AR experience

- Front-end development of the microsite completely developed, both UI and 3D content, with [ISKON](#) library, based on WebGL.
- Back-office development with WebGL viewer for easier testing and reviews of 3D content produced by FXG (agency supplier) and reviews between agency supplier, agency and client.
- Requires stand-alone iOS Safari or Android Chrome on mobile devices. Can work on tablets and iPads, however UI is primarily designed for smartphones.
- Minimum iPhone 7 is required, with iOS 13 or better (though works on iPhone 6 with some limitations).

Click here to view [Glenfiddich AR in action](#)

Click here to view [Glenfiddich AR : Work in progress #1](#)



Vision Max Limited

Glenfiddich AR : Back-office with AR Editor

Following are screenshots showing back-office we have developed including AR editor, used by our client, their 3D production house and Glenfiddich to do reviews during production phase.



Backoffice provided to agency for content management, adding bottle batch codes, retail shops & countries....

Admin Area : My Account x +

glenfiddichai

My Account

Email:

Username: sinisa

Role: Superadmin

Created at: 9/2/20, 12:06 PM

- My account
- Users
- Logs
- Messages
- Videos
- View Batch Codes
- Add Batch Codes
- Countries
- Retailers
- Phone Codes
- Blacklisted Words
- AR Viewer
- Create AR
- Live Status
- Test URL
 - Generic
 - Integrated
 - Single Message
 - Sign out

Add Batch Codes

Instructions

- Create an Excel spreadsheet with a single sheet tab.
- In the first column you must specify a valid **country code**.
- In the second column you must input a batch code with maximum 6 characters in length.
- A valid country code you can find below in Country Codes listing.
- Make sure you do not change letter case for country code, must be all uppercase.
- Save file as .CSV, with **comma delimited** and with **double quotes** for data fields.
- A sample .CSV file you can find [here](#) for your reference.

Country Codes

Code	Title	Strict	Status
800466c6	Singapore	Yes	Enabled
cb13a3dc	Malaysia	Yes	Enabled
2886da49	Indonesia	Yes	Enabled
6094d8c1	Philippines	Yes	Enabled
924bb9c	Thailand	Yes	Enabled
c06ef7ed	Vietnam	Yes	Enabled
c1b70fc2	Cambodia	Yes	Disabled

Select .CSV and upload

Choose File No file chosen

Countries Editor

Code	Title	Strict	Status	Actions
800466c6	Singapore	Yes	Enabled	Delete Enable Disable
cb13a3dc	Malaysia	Yes	Enabled	Delete Enable Disable
2886da49	Indonesia	Yes	Enabled	Delete Enable Disable
6094d8c1	Philippines	Yes	Enabled	Delete Enable Disable
924bb9c	Thailand	Yes	Enabled	Delete Enable Disable
c06ef7ed	Vietnam	Yes	Enabled	Delete Enable Disable
c1b70fc2	Cambodia	Yes	Disabled	Delete Enable Disable

Add New

Must have batch code: Yes

Country name: Name

Add Country

Retailers Editor

Code	Short Name	Name	Total Count	12Y Count	15Y Count	Country	Status	Actions
da274b5f	Bao Trung, Central	Shop Bao Trung in Central	0	0	0	Vietnam	Enabled	Delete Enable Disable
70c279ed	Doanh Hop Loi, Central	Shop Doanh Hop Loi in Central	0	0	0	Vietnam	Enabled	Delete Enable Disable
13541e27	Dong Thu, Central	Shop Dong Thu in Central	0	0	0	Vietnam	Enabled	Delete Enable Disable
bf7afbd4	Ngoc Phuong, Central	Shop Ngoc Phuong in Central	0	0	0	Vietnam	Enabled	Delete Enable Disable

Phone Country Codes

Instructions

- Create an Excel spreadsheet with a single sheet tab.
- Use first two columns only.
- In the first column put country code **in digits only, no spaces or any other signs**.
- In the second column put country title.
- Save file as .CSV, with **comma delimited** and with **double quotes** for data fields.
- A sample .CSV file you can find [here](#) for your reference.

Select .CSV and upload

Choose File No file chosen

Phone Codes

#	Phone code	Country name
1	62	Indonesia
2	60	Malaysia
3	63	Philippines
4	65	Singapore
5	66	Thailand
6	93	Afghanistan
7	355	Albania
8	212	Algeria

Campaign Live Status

If enabled, campaign H5 will be permitted to load without user authentication. Please use this with caution. Do not enable it unless campaign is going live.

Live Status:

Enabled

Submit

Blacklisted Words

Instructions

- Create an Excel spreadsheet with a single sheet tab.
- Use only the first column.
- In each row, in the first column, add a word or an expression to be blacklisted.
- Be careful! If blacklisted word or an expression is found in sender's message, it will be automatically banned!
- Uppercase and lowercase is ignored. Testing for blacklisted words and terms is case insensitive.
- Save file as .CSV, with **comma delimited** and with **double quotes** for data fields.
- A sample .CSV file you can find [here](#) for your reference.

Select .CSV and upload

Choose File No file chosen

Dictionary

#	Word or Term
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	

... blacklisting of words, phrases in any language, as well as control campaign live status.

Also provided a platform to preview AR content in 3D, including AR animations. This was key tool for the agency to do internal reviews of the produced 3D content with their supplier, as well as to do reviews with client.

AR Viewer

Scenes

#	Created	Description	Author	Actions
1	11/30/20, 1:53 AM	test123	e0c98e66694a0d6adf374dac3891f16d	View Edit
2	11/26/20, 1:35 AM	animtest	e816ca0c2280be5d88d3c328c76bece2	View Edit
3	11/25/20, 9:29 AM	models_balloon	e816ca0c2280be5d88d3c328c76bece2	View Edit
4	11/25/20, 5:44 AM	models	e816ca0c2280be5d88d3c328c76bece2	View Edit
5	11/24/20, 3:18 AM	bannertest	e816ca0c2280be5d88d3c328c76bece2	View Edit
6	11/17/20, 2:17 AM	Test Clone	2beeffaf1eb713e76e04f5da3c8b506b	View Edit
7	11/17/20, 1:52 AM	Glenfiddich Planes	2beeffaf1eb713e76e04f5da3c8b506b	View Edit
8	11/16/20, 5:29 AM	plane test 01	e816ca0c2280be5d88d3c328c76bece2	View Edit
9	10/13/20, 1:06 PM	15 (cloned on 2020.10.13)	e0c98e66694a0d6adf374dac3891f16d	View Edit
10	10/9/20, 9:15 AM	15 test (Andrew)	aa80122f7ef154362e9cbc505ad68c77	View Edit
11	10/8/20, 10:00 AM	15 for Sinisa v1.0	e0c98e66694a0d6adf374dac3891f16d	View Edit
12	10/8/20, 10:00 AM	12 for Sinisa v1.0	e0c98e66694a0d6adf374dac3891f16d	View Edit
13	10/7/20, 9:44 AM	15 test, second round	e0c98e66694a0d6adf374dac3891f16d	View Edit
14	10/7/20, 8:43 AM	12 test, continued	e0c98e66694a0d6adf374dac3891f16d	View Edit
15	10/6/20, 7:19 PM	12 test	aa80122f7ef154362e9cbc505ad68c77	View Edit

UGC : Messages

Public

#	Created	ID	Batch	Sender	Email	Recipient	Phone	Message	Product	Source	Retailer (Other)	Viewed	Actions
1	12/14/20, 7:10 AM	ae675cf78db97570	7000176	Art	[REDACTED]	Alvin	ca79d53b	HOLA AMIGO	12	0		0	Ban Hide Publish
2	12/14/20, 4:57 AM	7703831d771e63fc	7000176	Art	[REDACTED]	Art	ca79d53b	Hola	12	0		0	Ban Hide Publish
3	12/14/20, 4:56 AM	d231c7d9e4f5aeac	7000176	Art	[REDACTED]	Art	ca79d53b	Hola	12	0		0	Ban Hide Publish
4	12/14/20, 1:29 AM	4a6989867cd3685	7000176	Ryan	[REDACTED]	Ryan	39a3644	新年快乐	12	0		0	Ban Hide Publish
5	12/12/20, 8:47 AM	30fdbeb36410f9af	7315867	Evie	[REDACTED]	Sinisa	17719740	Good job! Well done. Thx!	n/a	0		0	Ban Hide Publish
6	12/12/20, 8:24 AM	a4705f26e2019f5d	0100001	Siniša	[REDACTED]	Siniša	5bd77be4	Abc	12	0		0	Ban Hide Publish

Create new AR scene

Description:

[Submit](#)

- My account
- Users
- Logs
- Messages
- Videos
- View Batch Codes
- Add Batch Codes
- Countries
- Retailers
- Phone Codes
- Blacklisted Words
- AR Viewer
- Create AR
- Live Status
- Test URL
 - Generic
 - Integrated
 - Single Message
- Sign out

- Orbit
- Dolly
- Pan
- Reset



- My account
- Users
- Logs
- Messages
- Videos
- View Batch Codes
- Add Batch Codes
- Countries
- Retailers
- Phone Codes
- Blacklisted Words
- AR Viewer
- Create AR
- Live Status
- Test URL
- Generic
- Integrated
- Single Message
- Sign out



Apply

128 @

Scene Nodes

Add Geometry

Scene Content

41c54ba0 Remove

Plane_2 (no material)	Plane_1 (no material)	Plane_2_2 (no material)
Plane (no material)	Plane_2_3 (no material)	Plane_6 (no material)
Plane_5 (no material)	Plane_4 (no material)	Plane_3 (no material)

Materials in scene

bal_gr Remove Use	balloon_4 Remove Use	banner_main Remove Use
lant1_botom Remove Use	lant1_main Remove Use	lant_top Remove Use
lan2_bot	lan2_main	bal_lathe_1

Textures Buffer

Edit Material

Name:

Vision Max Limited

Freeman Fortune Cookie 2020: WeChat Microsite with WebGL

- Front-end development of WeChat microsite completely developed, both UI and 3D content, with [ISKON](#) library, based on WebGL.
- Freeman (Greater China) Chinese New Year 2020 celebration microsite, sent to employees and clients. Launched in China for WeChat, for duration of 2 weeks.
- Helped with creative and UX process to make expedite delivery within 10 days.
- Provided Aliyun hosting and domain name with ICP

[Freeman Fortune Cookie video](#)



Vision Max Limited

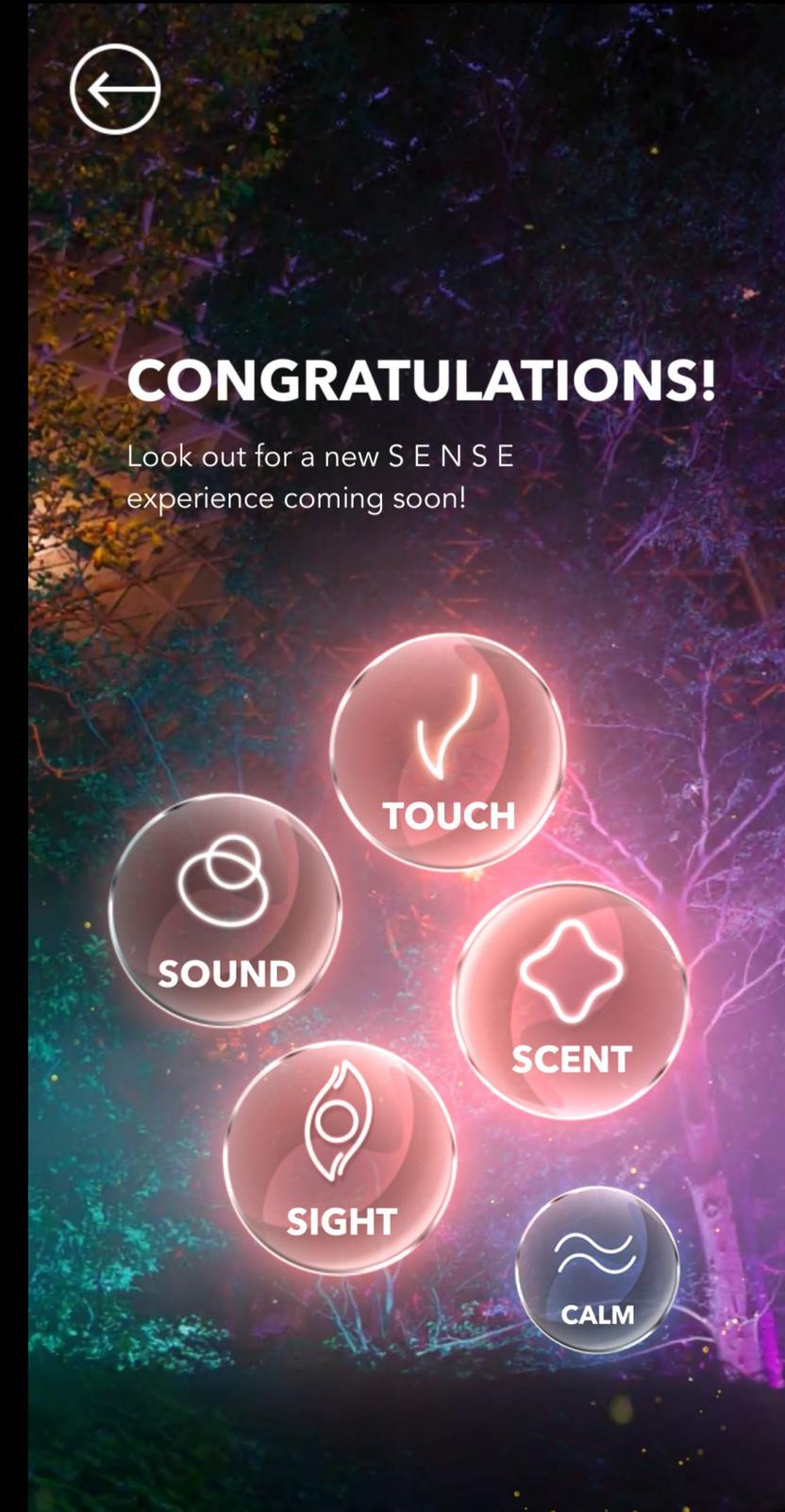
Shiseido Forest Valley : Unity native application for mobiles

Shiseido Forest Valley : WeChat Mini-program with WebGL

Two deliverables:

- Native application for iOS and Android devices developed in [Unity](#), and
- Front-end development of WeChat mini-program including VR module developed with [ISKON](#) library, based on WebGL.

[Shiseido Forest Valley | Tech Info](#)

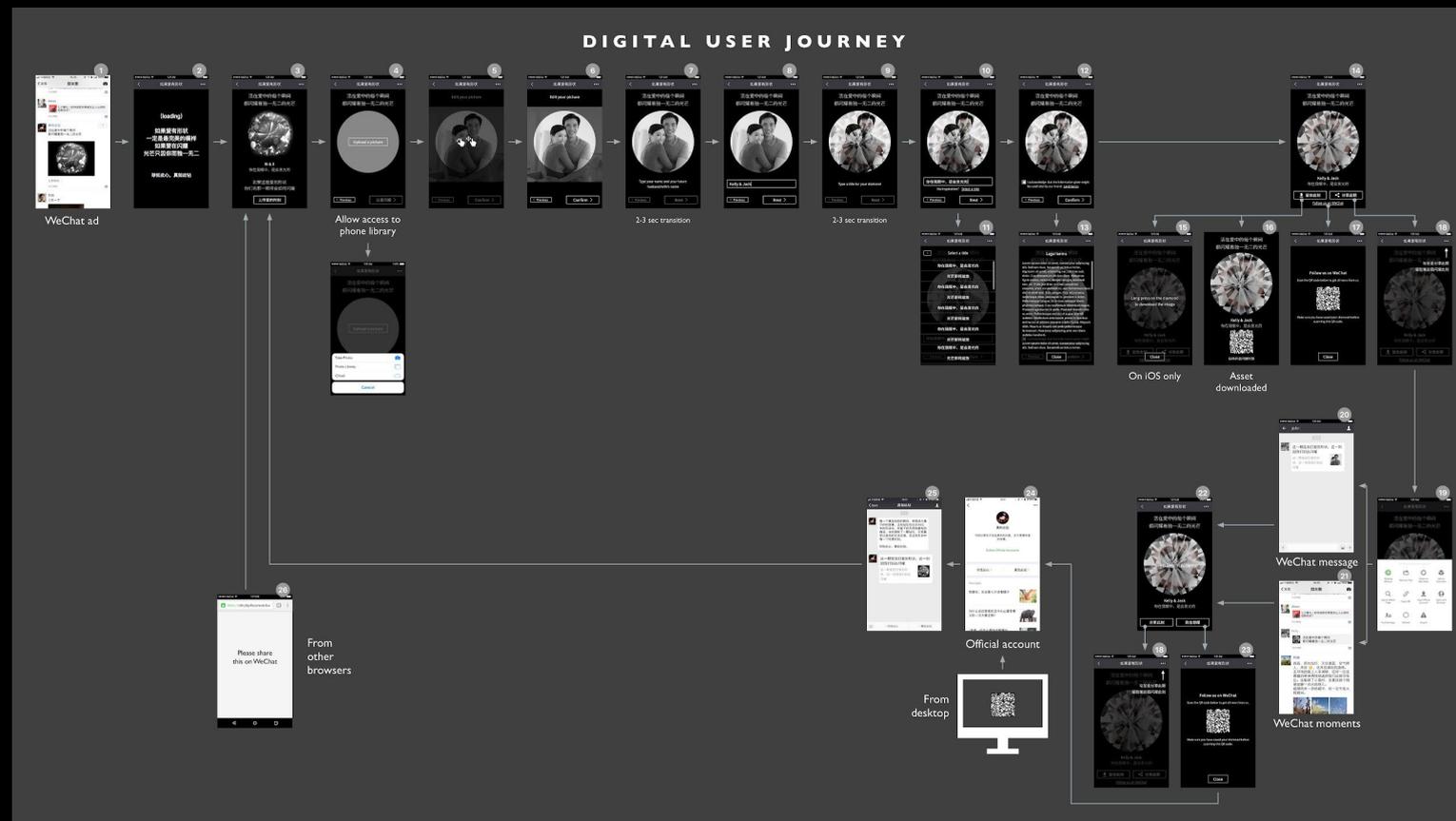


Vision Max Limited

DPA Diamond : WebGL Library

DPA Diamond video

Front-end development of javascript module, developed using [ISKON](#) and pure-WebGL.
Client's development team has developed VueJS based application and we have provided javascript library that they could import and use to create 3D diamond visualization.

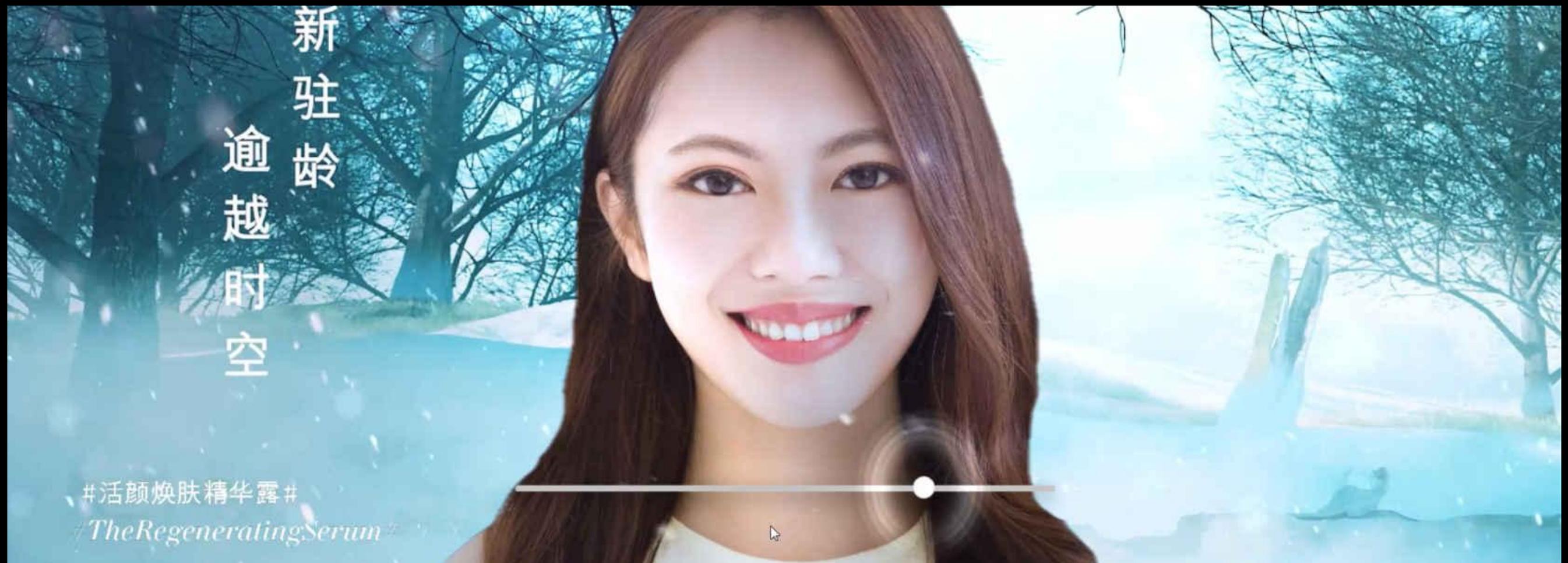


Vision Max Limited

Creme De La Mer : WebGL Installation

[Creme De La Mer | Shanghai Pudong Airport installation video](#)

Front-end development of Electron application, developed using [ISKON](#) and pure-WebGL. NSIS packager was used to create Windows installer, for easier setup on-site and later updates of the app when required by client. Beyond Reality Face 5.0 library was used for facial features detection and tracking.

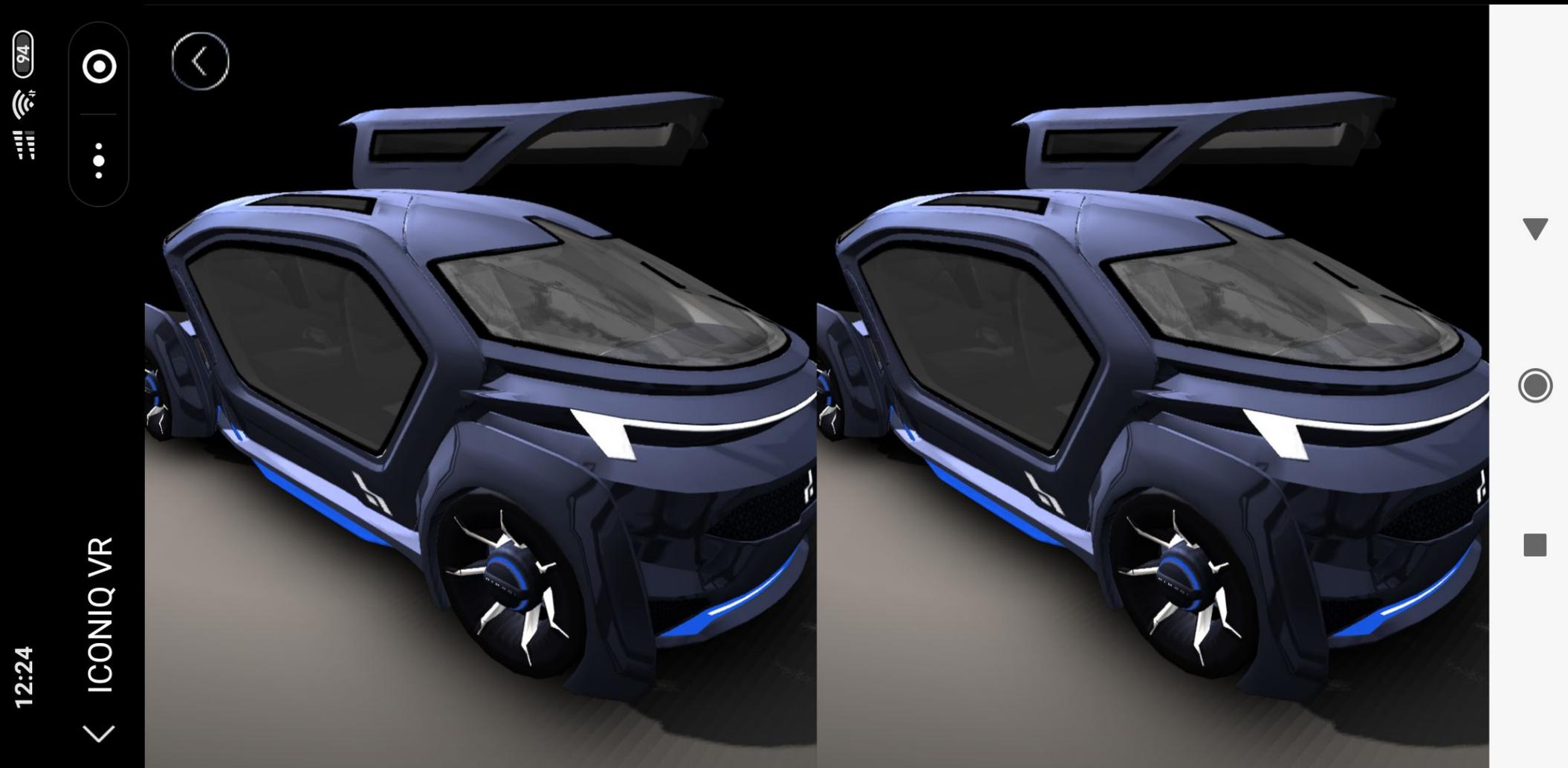


Vision Max Limited

ICONIQ : WeChat Mini-Program + WebGL VR

[ICONIQ Muse VR](#)

Front-end development of WeChat mini-program including VR module developed with [ISKON](#) library, based on WebGL.



Vision Max Limited

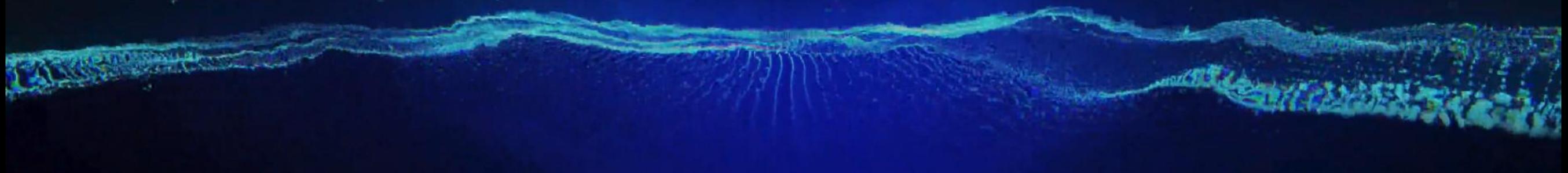
ICONIQ : Sound-AI WebGL installation

[ICONIQ Sound-AI video](#)

Front-end development of WebGL progressive web application, developed with [ISKON](#) library.



What's the design philosophy of the SEVEN?



Vision Max Limited

LeRu : WeChat Mini-Program

[LeRu Mini-program video](#)

Front-end and back-end development, including back-office, of WeChat mini-program which serves customers of LeRu to have a quick access to their travel itineraries, make changes, purchase additional services etc.

Backoffice

version: Alpha 1.0

My Account

Application Data

Sessions

Logs

Customers

Orders

Products

Transactions

ERP Operations

ERP Data Pull

Backoffice Settings

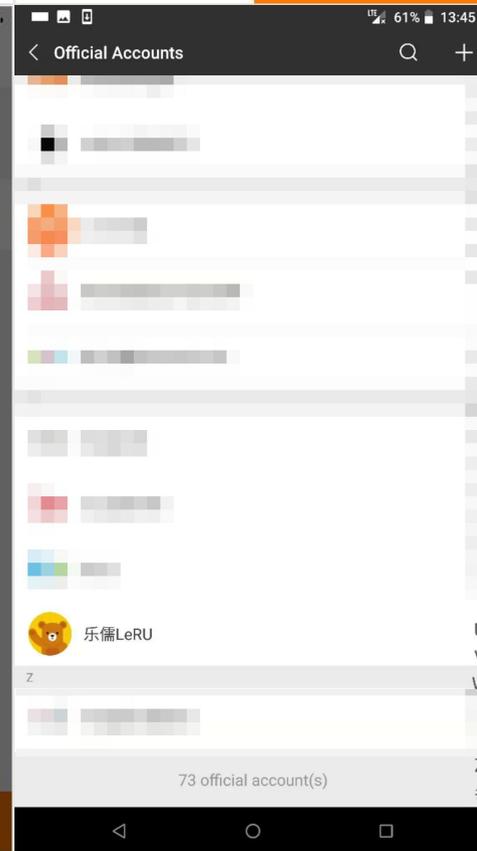
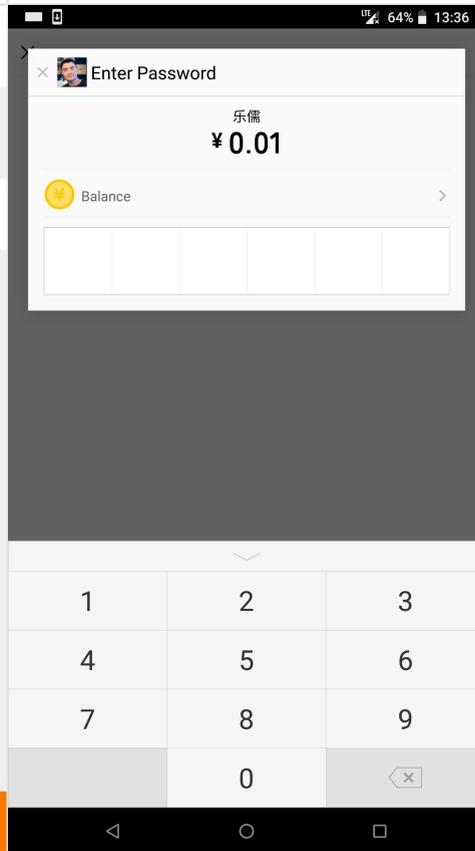
Users

Whitelist IPs

Orders Viewer

Here are listed orders from newest to oldest.

#	Order ID	Product	Created at	Source	Type & Subtype	Price	Transactions
1	LR00000023	俄罗斯莫斯科专车接机服务 (含世界杯期间)	2018-09-25 11:27:00	dianping	car drop-off	3,211.00 CNY	Order transaction not available.
2	LR00000014	俄罗斯莫斯科专车接机服务 (含世界杯期间)	2018-09-25 11:27:00	dianping	car pickup	800.00 CNY	Order transaction not available. Services purchased: Additional Waiting Time Additional Waiting Time Additional Waiting Time
3	LR00000015	俄罗斯莫斯科专车送机服务 (含世界杯期间)	2018-09-25 11:27:00	dianping	car dropoff	300.00 CNY	Order transaction not available.
4	LR00000005	白兔子	2018-09-25 11:27:00	ctrip	restaurant	4.00 CNY	Order transaction not available.
5	LR00000007	圣彼得堡经典芭蕾舞剧《天鹅湖》音乐喜剧剧院	2018-09-25 11:27:00	ctrip	show	80.00 CNY	Order transaction not available.
6	LR00000008	圣彼得堡经典芭蕾舞剧《天鹅湖》音乐喜剧剧院	2018-09-25 11:27:00	ctrip	show	80.00 CNY	Order transaction not available.
7	LR00000009	俄罗斯莫斯科专车接机服务 (含世界杯期间)	2018-09-25 11:27:00	ctrip	car pickup	4,000.00 CNY	Order transaction not available. Services purchased: Additional Waiting Time Additional Waiting Time
8	LR00000010	俄罗斯莫斯科专车送机服务 (含世界杯期间)	2018-09-25 11:27:00	ctrip	car dropoff	500.00 CNY	Order transaction not available.

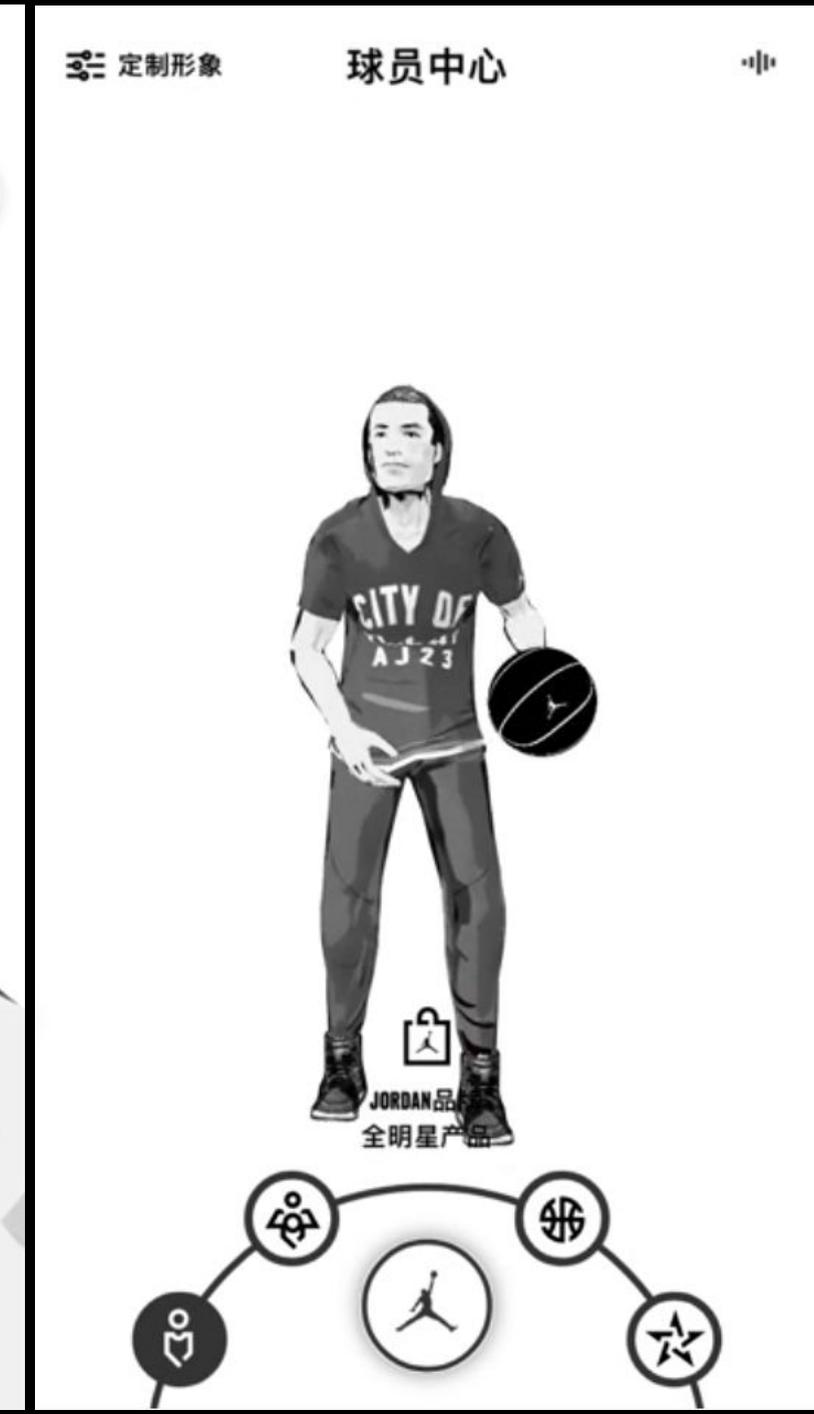


AKQA (Shanghai)

AKQA (Shanghai)

Starting from December 2017, Siniša has joined award-winning team of AKQA (Shanghai), to help restructure technology department and strengthen tech team in latest technologies used in advertising.

Within first 3 months, in-house framework based on WebGL has been developed, with production tools such as exporter for 3D Studio Max (popular modeling software for real-time visualization), fully optimized for mobile devices sold in China market. This framework has already been used by tech team to develop web apps for clients such as Nike and NBA, removing dependency from third party libraries that are not developed with China mobile devices in mind, as well as greatly elevated in-house knowledge about new tech such as WebGL.



AKQA (Shanghai)

Siniša's expertise was included in creative and strategy processes, as well as WebGL content production, to develop ideas that used most advanced web technologies in a most optimal way, while in the same time to support most of mobile devices used in China market for better impact.

[Jordan All-Star Week](#)

[NBA Chinese New-Year Game 2018](#)

[Nike SNKRS 1/4](#)

[Nike SNKRS 2/4](#)

[Nike SNKRS 3/4](#)

[Nike SNKRS 4/4](#)



Serviceplan (Shanghai)

Serviceplan (Shanghai)

For period of ~2 years, Siniša has helped Serviceplan and Aquarius during their transition period to rebuild the technology department, restructure production process and rebuild trust of clients.

Tech team was scaled up to 12 people (from original 5), including UX expert, data analyst and content manager, aside from development team.

During this period, tech team served numerous clients such as Costa Cruise (China, Japan and Taiwan offices), Bosch (APAC), Fendi, Metro, Continental, WMF, HiPP and others, with projects varying from small campaign web apps, to large corporation websites, e-commerce and user centers.

We are...

Serviceplan Shanghai Technology Team



Siniša Spasojević
Technology Director

Christian Tian
IT Admin

Martin Couture
Sr. Project Manager

Torrance Li
Project Manager

Olaf Helmig
UX Lead

Takeo Rowe
Sr. Web Developer

Aristide Pottier
Full-stack Developer

Chaser Chan
Jr. Web Developer

Yiting Gao
Content Manager
Tracking Data

Kong Wenjie
Intern Web Developer

GEEK IS

The New Sexy



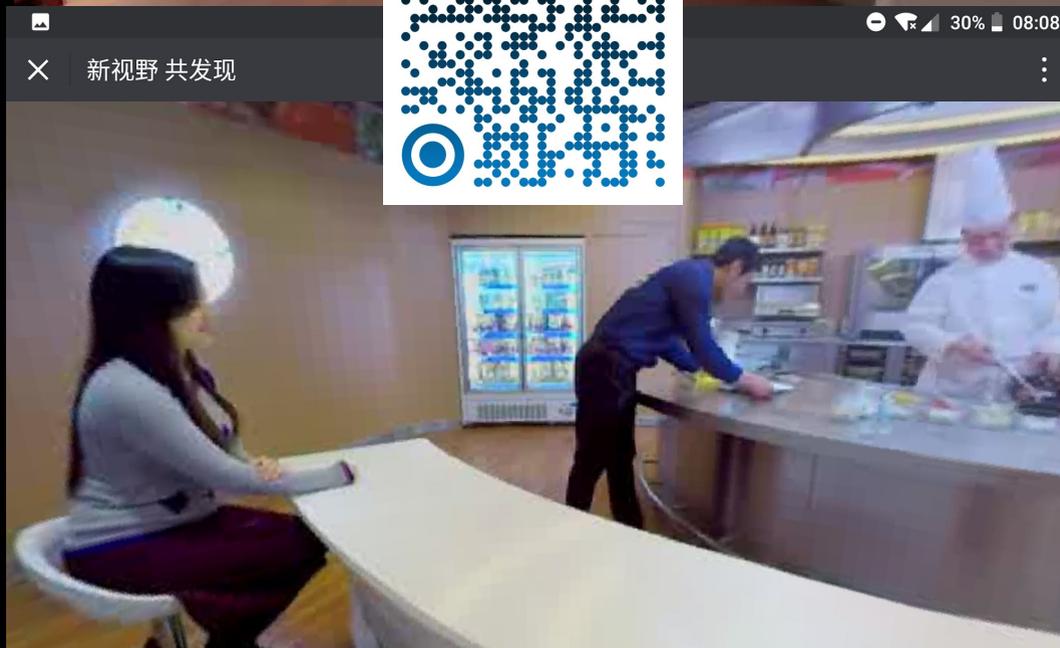
Serviceplan (Shanghai)

METRO, HiPP, FENDI

We have developed numerous web apps based on H5 and WebGL, using technology developed in-house, that provided us with more streamlined, faster development. Apps spanned from VR to UGC-campaigns and games.

QR codes lead to Serviceplan staging. Hyperlinks above lead to www.vimeo.com, video captured experience of each web app.

[Metro VR-Experience](#)



[FENDI Eyeshine](#)



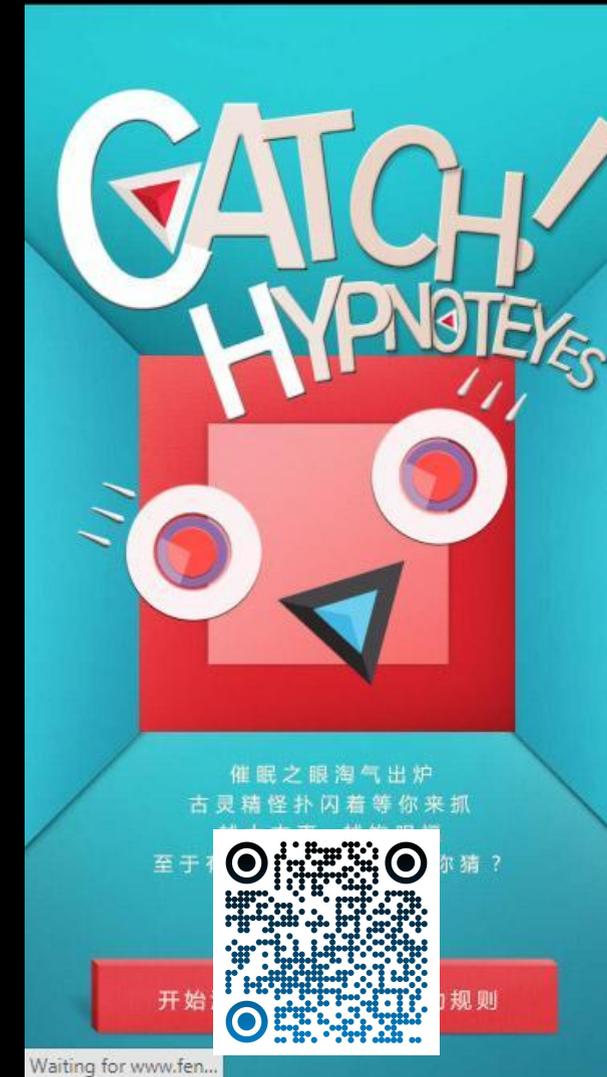
Serviceplan (Shanghai)

QR codes lead to Serviceplan staging. Hyperlinks above lead to www.vimeo.com, video captured experience of each web app.

FENDI Peekaboo



FENDI Hypnoteyes



Video links:

[2017 HiPP Farm Story](#)

[2017 HiPP Nature Story](#)

[2017 Slim Secrets China Entry](#)

[2017 Serviceplan CNY Game](#)

[2016 PQVision Virtual Try-On](#)

[2016 WMF China](#)

[2016 Brander Urstoff China](#)

[2016 Granarolo China](#)

Serviceplan (Shanghai)

Costa Cruise

We have developed Costa China, Japan and Taiwan corporate and E-Commerce platforms, with tailor-made content management system and cruise booking system. We've cooperated with Costa's development team in Italy as well as their team in China. Platform is very dynamic, promotion and campaign driven, with weekly and monthly content updates and special features. Service rendered included hosting, data security and backup system, software development, maintenance and content management for all 3 countries.

Project type: Retainer

Duration: April 2016 - December 2017

Costa 邮轮达邮轮

乐享体验 邮轮船队 缤纷购物 海上假期 行程规划 日本启航

关注我们 预订热线 400 820 7888

最美的时光 在上海

童真的欢声笑语
游戏、学习、派对，让孩子在海上尽情地嬉戏打闹，享受短暂的童年时光。

畅“邮”时刻

精彩“意”起来 日本臻选启航 环邮46天 爱侣的浪漫 朋友的欢聚 孩子的笑容

驶入丽景佳境

出发城市 ▼ 目的地 ▼ 出发时间 ▼ 旅行天数 ▼ 选择邮轮 ▼

Serviceplan (Shanghai)

BOSCH

We have developed Bosch warranty system for power tools product line, for APAC region (12+ countries). Tailor-made front-end and back-end, linked with both Bosch websites as well as sales managers tablet devices.

Warranty system included product registrations, customer support and warranty extension program.

Our service included development and maintenance for APAC region.

Bosch Australia | Bosch Trade & Industry | Bosch DIY | Bosch Garden Tools | Bosch Accessories

Bosch Power Tools

Invented for life

- Product worlds
- Service
- Company
- Bosch Group

Trade & Industry

- > Power Tools
- > Accessories
- > Service
- > Dealers
- > Measuring Technology

DIY & Garden Tools

- > Power Tools
- > Garden Tools

Service

- > Service for Trade & Industry
- > Service for Do-it-yourselfers
- > Service for Garden Tools

Dremel Tools

- > Tools
- > Accessories
- > Attachments
- > Dealers
- > Service

Health & Safety

Leadership in Technology puts Health and Safety first.

> Details

Power Tools Learning Campus

Learn about technology and applications in our multimedia knowledge portal.

> Learning campus website

Service Hotline

Do you have any questions concerning our products or service? Simply call us on:

1300 3070 44

Mon - Fri: 8.30 - 17.00

User Manuals

You can find user manuals for all Bosch power tools. Free for download and print.

- > For Trade & Industry
- > For DIY
- > For Garden Tools

[^ Go to top of page](#)

[Imprint](#) | [Privacy statement](#)

© Robert Bosch GmbH

Vision Max Limited : More work references

Vision Max Limited

Coca-Cola Mobile Game

[Coca-Cola Polar Bear Game video](#)

We have created complete UX and UI design, based on creative guidelines provided by the agency, produced game content (in cooperation with our production partner) and developed the game itself.



COKE BEAR 3D MODEL GEOMETRY REVIEW

PLEASE CHECK IF BEAR SHAPE (BODY, HEAD, RATIO BETWEEN HEAD AND BODY SIZE ETC.) ARE CORRECT SO WE CAN START SKIN / TEXTURING PROCESS OF THE MODEL.

SEPTEMBER 30, 2014.



Vision Max Limited

Wrangler Mileage iOS App

We have helped agency in UI design process of this complex app, providing them with feedback on doable UI transitions and effects, making it a compelling and wow-like user experience. Our involvement ensured that entire UX is feasible and doable within 2.5 months for the development of both native application and complex back-end system that would serve the whole APAC region.

[Wrangler Mileage : Work in progress](#)

[Wrangler Mileage : TBWA presentation](#)



Wrangler MILEAGE

Wrangler Mileage turns the world around you into a huge unlockable grid for you to rediscover areas you've been and drive you onwards to discover areas you've never thought to go before.

INTERACTIVE INFOGRAPHIC
Proximity data including location, weather, time, land formations, altitude and many others, are multiplied and combined through a unique algorithm to reward you when you experience the world around you.

UNLOCKABLE EXPERIENCES
Any number of environmental elements can be tracked and combined to reward your real adventures, ranging from those for the novice traveler up to the experienced Wrangler.

TOTAL WRANGLER MILEAGE
A special score that measures your journey as well as the experiences around you. Wrangler Mileage displays a visual breakdown of your adventurous spirit.

Explored grids
Experience badges
Uncharted globe for you to explore

The app runs silently on your phone and travels with you wherever your open road journey takes you as well as recognizing and recording all your experiences.

Available on the App Store

VISIT OUR WEBSITE TO KNOW MORE:
www.wrangler-ap.com

Vision Max Limited

UNIQLO DownUp Web, iOS & Android App

We have provided development support for both native app development on iOS and Android, as well as web application, which enabled users in China to interact with the brand and earn loyalty points which they could turn into discount coupons and free products.

[DownUp iOS : Work in progress](#)

[DownUp Android : Work in progress](#)

[DownUp Web : Work in progress](#)



Vision Max Limited

Puma VIP WeChat web-app

We have provided UX and UI consultation support, content production for real-time 2D human animation and complete development of the web app (front-end and back-end).

[Puma WeChat web app : work in progress](#)

[Puma : Capturing 3D skeletal animation](#)

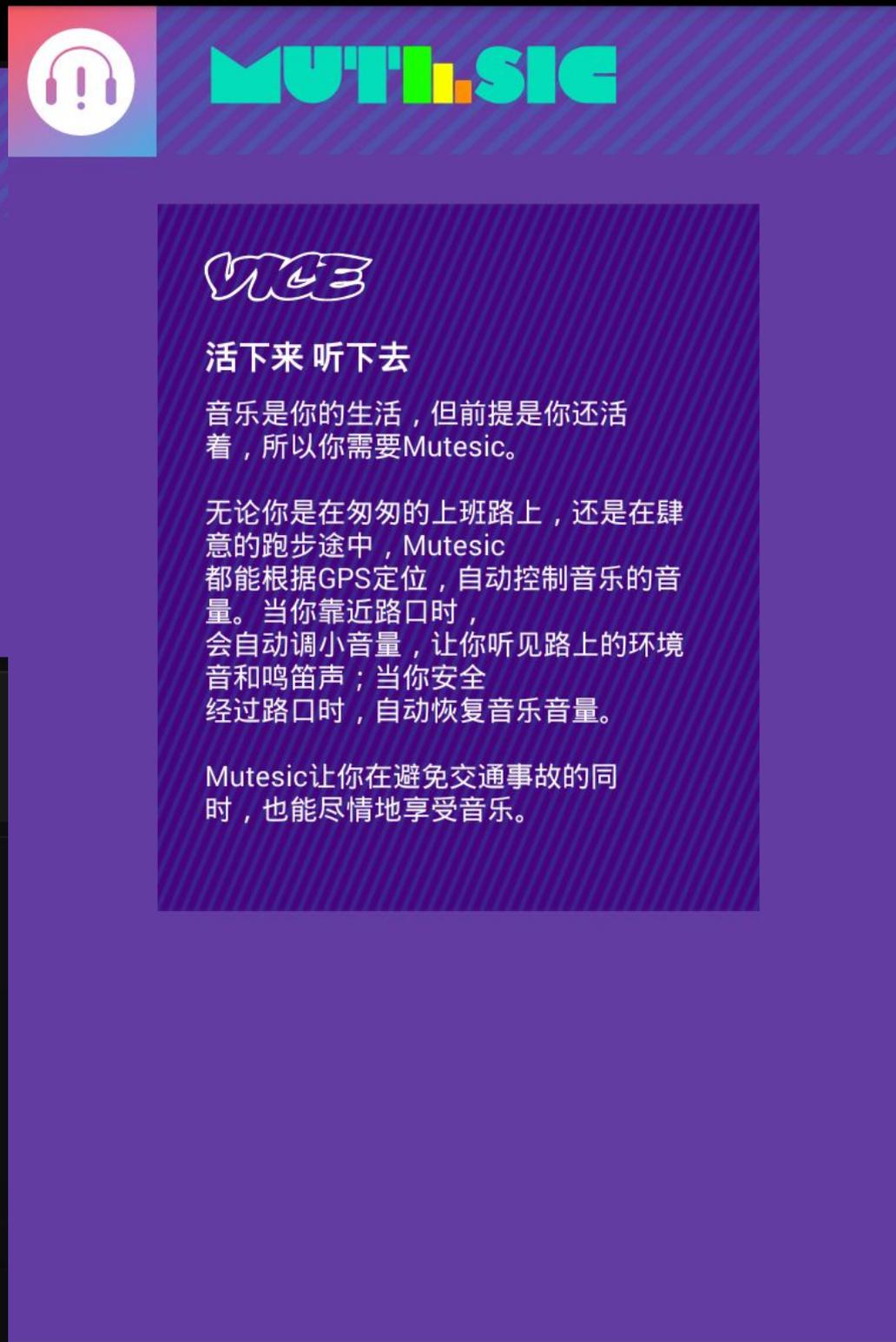
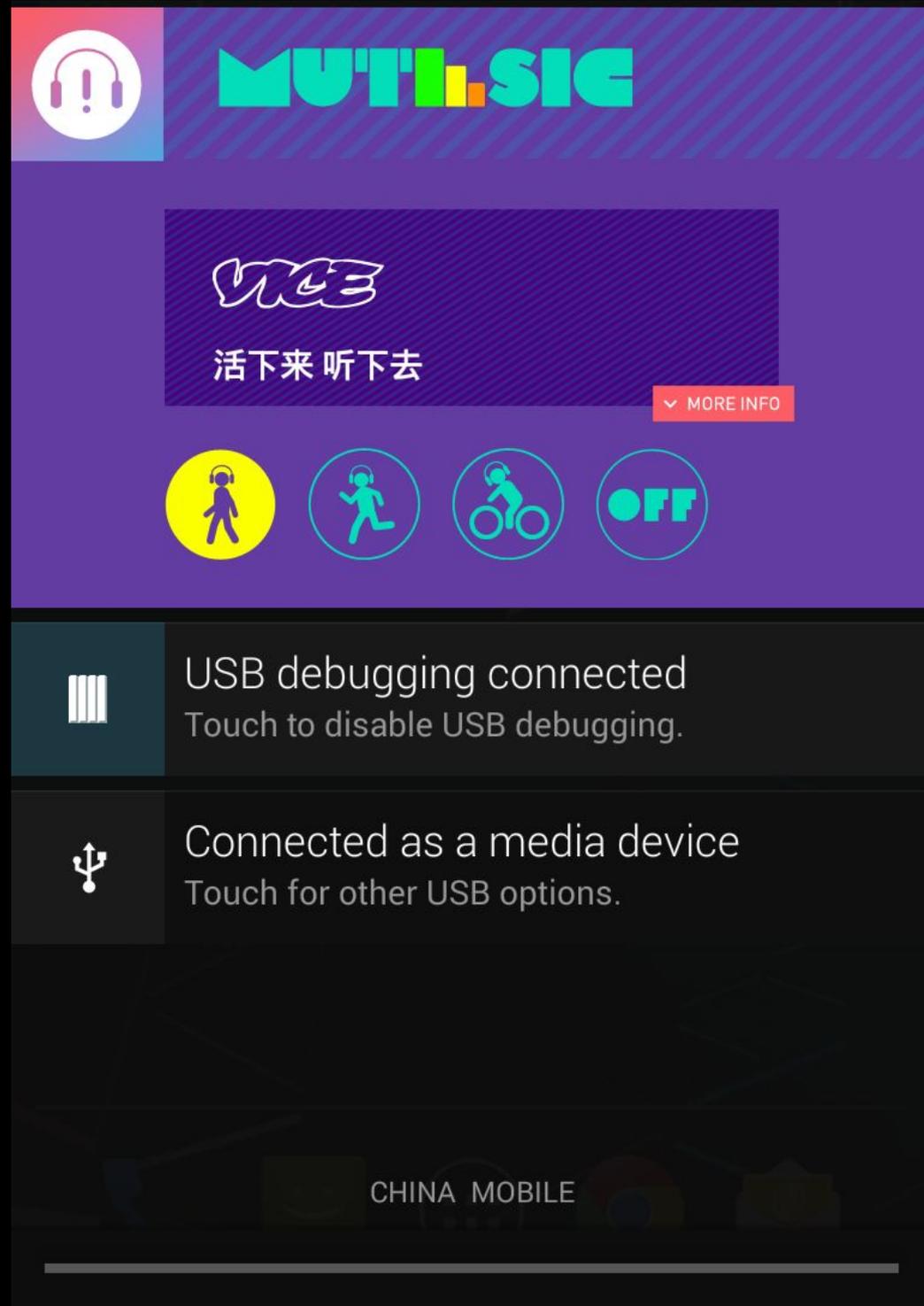


Vision Max Limited

Mutesic : Android app

We have provided technology consultation and complete native app development, including production tools used to generate high-risk areas

[Mutesic : Vice promo video](#)



Vision Max Limited

Indigo Hotel : Mobile App

We have provided UX and UI consultation support, and complete development (front-end and back-end) of this web app.

Visual effects are coded specifically for each artist (in total 5).

Indigo : Shanghai

Indigo : Lijiang

Indigo : Hong Kong

Indigo : Tianjin

Indigo : Xiamen

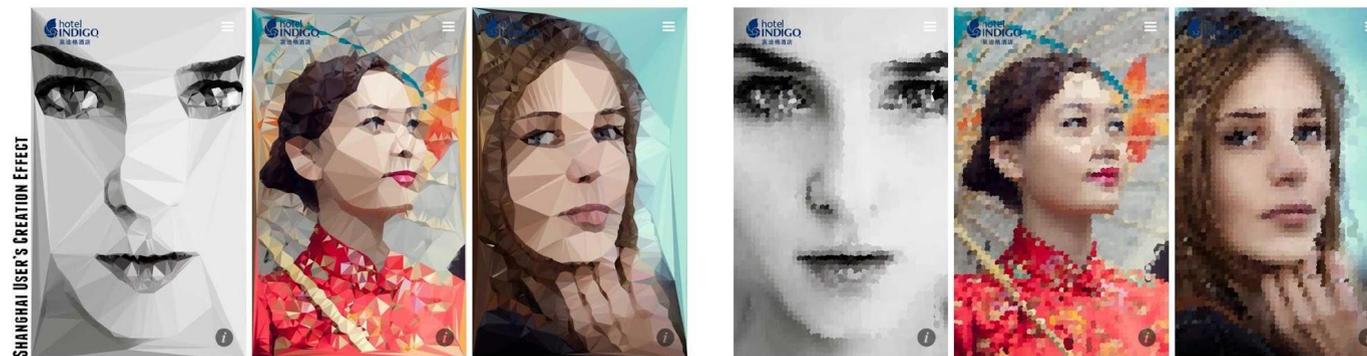
INDIGO HOTEL



EACH DAY DIFFERENT BASE IMAGE AND DRAGGABLE ITEMS

EACH DAY DIFFERENT BASE IMAGE

5 WEEKS LONG CAMPAIGN.
5 DIFFERENT CITIES.
ONE CITY PER WEEK AVAILABLE.
EACH DAY, DIFFERENT EFFECT VARIATIONS WERE AVAILABLE TO USER FOR CONTENT CREATION.



TRIANGULATION FILTER APPLIED TO USER'S PHOTO

STYLIZED BRUSH-BASED FILTER (INITIAL EFFECT PRIOR CLIENT DECIDED TO USE TRIANGULATION)

Vision Max Limited

Prototyping Support

Based on quick alignment on UX with our client, we have provided prototyping support, to test their idea and get client approval before any work has actually started.

This greatly helped to get the client on the same page with agency creatives, as well as ensure that time and cost of the development will be most optimal.



[Prototyping support to creative agency](#)



Vision Max Limited

Coca-Cola KTV App

We have provided UX and UI consultation support, content production for real-time (OpenGL) rendering and complete development of the software (including backend database, as well as Windows application development with support for laser range finder, Arduino proximity sensor and receipt (infinite) printer.

[CocaCola KOLAB KTV Installation video](#)



Vision Max Limited

Lingnan TianDi : Windows app

We have provided UX and UI design, content production for real-time (OpenGL) rendering (via our production house partner) and complete development of the software.

Application serves as a client's internal tool for urban planning and real estate development tracking progress, as well as architecture design review tool for urban planning bureau approval.

[Foshan LingnanTianDi : Navigation](#)

[3D editor for city-scape](#)

[Materials testing for close-up render of buildings](#)



Vision Max Limited

CG Content Production

Vision Max Ltd. partners with team of experienced modelers and artists, with studios based in Shanghai and Guangzhou, providing content production for web, TVC or other needs.

Our team is experienced in photo-realistic interiors & exteriors and products visualization, game characters modeling and animation, providing competitive quality on the market.

Our specialty is content production for real-time rendering, which is a unique and rare skill in the market.



Screampoint (Shanghai)

Siniša was hired by Screampoint in 2002 as a Senior Developer and later promoted into Technology Architect stationing in their Shanghai office. During his time with Screampoint, Sinisa was the key technology engineer for numerous projects involving custom development of interior and exterior visualization software, scaling from small size to tremendously large city planning project with the Wuhan Government to digitize Wuhan.

During period from 2002 to 2007, in-house technologies such as cross-platform render engine and UI library (C++, OpenGL based) were developed to boost internal development process and increase stability of produced software.



Screampoint (Shanghai)

Technology branded “5D City” was created by Screampoint, to better serve customers from real-estate development arena as well as urban planning bureau of Shanghai and Wuhan.

Technology included several production tools, tailor-made servers with geometry data streaming capabilities and customizable viewers with utilities such as distance measurement, landmark viewing tests, parametric buildings with editable floor count, sun shadow tests for various times of the year based on GPS location etc.



[Show5D Demo](#)

[Show5D Sketch Demo](#)

Thank you!