
Guillaume Hermans

Reality Paradox



Freelance C++/C#/.NET Developer

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SKILLS

- Visual Studio, VSCode
- C++, C#, C, ASP.NET, Angular, React, ASP Classic, Javascript, Typescript, Python
- SQL Server, MySQL, Azure, Apache, Nginx, Docker
- API, REST, SOAP
- Git, Github, Gitlab, Bitbucket, Azure DevOps, Jira, Confluence
- Adobe Experience Cloud: Launch(Tags), Analytics, Target
- Google Analytics, Contentsquare, Decibel Insight, Observepoint, Tealium
- Strong analytics skills
- Good communication skills with all stakeholders
- XR/VR/AR/MR development
- Web development
- Game development
- Unreal Engine, Unity

EXPERIENCE

Reality Paradox, Brussels - *Freelance XR/VR/AR/MR - C++/C#/Unreal Engine/Unity/ASP.NET developer*

06/2024 - PRESENT

- **Freelance C# .NET developer**
- **Freelance developer specialized in VR, AR, XR & Mobile apps and games**
- **Freelance Digital Analytics Implementation Consultant**
- **Creation of a website and an application for universal management of collections**

Skills:

- Visual Studio
- C#, C, ASP.NET, .Net Core 8.0, Javascript, Angular, Blazor
- Azure DevOps, SQL Server, App Services, Identity, Entity Framework Core, Azure hosting
- Web development
- App development

MultiMinds & Partenamut, Aalst & Brussels - *Digital Analytics Implementation Expert*

01/2025 - 09/2025

- Management of data capture and flows between Tealium CDP and Active Campaign through Amazon AWS SQS Queues
- Improvements to Active Campaign forms on the Partenamut website

Skills:

- VSCode
- Javascript,
- API, REST, SOAP
- Jira, Confluence
- Tealium IQ, Tealium CDP, Amazon AWS, Active Campaign

Vaimo (previously Nobl), Brussels - *Digital Analytics Implementation Expert*

02/2015 - 12/2024

- Implementation of A/B tests & personalization campaigns with Adobe Target
- Implementation and maintenance of Adobe Analytics and other tools with Adobe Launch
- Architect in charge of all Analytics tools
- Digital Analytics Support consultant for Business analysts
- Digital Analytics Implementation consultant
- Certification:
 - Adobe Subject Matter Expert - Adobe Analytics Business Practitioner Professional:
<https://certification.adobe.com/credential/verify/64d4e76d-a9af-11f0-8ca0-42010a400fd3>
 - Adobe Certified Master - Adobe Target Architect:
<https://certification.adobe.com/credential/verify/6498f1d4-a9af-11f0-8ca0-42010a400fd3>
- Expired Certifications:
 - Adobe Certified Master - Adobe Analytics Architect
 - Adobe Certified Expert - Reports and Analytics Implementation
 - Adobe Certified Expert - Adobe Target Business Practitioner
 - Adobe Certified Expert - Adobe Analytics Business Practitioner
- Participation in Adobe's process to write the questionnaire for the Adobe Analytics Certification

Skills:

- VSCode
- Javascript, Angular, React
- API, REST, SOAP
- Git, Github, Gitlab, Bitbucket, Azure DevOps, Jira, Confluence
- Adobe Experience Cloud: Launch(Tags), Analytics, Target
- Google Analytics, Contentsquare, Decibel Insight, Observepoint, Tealium

ING Belgium, Brussels - *Digital Analytics Implementation Expert*

02/2009 - 02/2015

- Implementation of Adobe Target and Adobe DTM (Dynamic Tag Manager) on the ING website.
- Redaction of technical requirements for metrics tagging implementation for various digital analytics tools: Adobe Analytics, IBM Unica NetInsight, Webtrends, Google Analytics.
- Analysis of the ING online channels and recommendations to improve the online sales
- Management of web analytics applications

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- Creation of automated Excel dashboards

Skills:

- VSCode
- Javascript
- Adobe Experience Cloud: Launch(Tags), Analytics, Target, Observepoint

LBi - OX2 - Oniros Illusions Studio, Brussels - *Video games developer, Web analytics implementation specialist & web developer*

06/2000 - 02/2009

- 3D Real time applications development:
 - Video games creation (BeachHead prototype)
 - Car simulator creation
 - Adaptation of existing PC games into arcade machine playable games (VRally 2, Boxing game, Car simulation...)
 - C++
- Installation, configuration and maintenance of WebTrends servers for several clients (ING Belgium, Belgacom, Bridgestone Europe, Toyota Europe, Atlas Copco, Daikin...)
- Implementation of analytics tools such as WebTrends, Unica, Google analytics, IndexTools.
- Documentation redaction for Analytics implementation
- Custom reports configuration in WebTrends.
- Creation of automated Excel dashboards connecting to WebTrends and external data sources.
- Web applications development

Skills:

- Visual Studio
- C++, C#, C, ASP.NET, Javascript
- Web development
- Game development

EDUCATION

Udemy - Gamedev.tv, Online - *Unreal Engine 5 C++ Developer*

06/2024- 08/2024

Haute Ecole Léonard de Vinci - Institut Paul Lambin, Brussels- *Bachelor in Computer Science*

09/1997 - 06/2000