Guillaume Hermans

Reality Paradox

Freelance XR Unity Unreal Developer

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SKILLS

- XR/VR/AR/MR development
- Game development
- Unreal Engine, Unity, Visual Studio, VSCode
- C++, C#, C, ASP.NET, ASP Classic, Javascript, Python, Angular
- SQL Server, MySQL
- API, REST
- Git, Github, Gitlab, Bitbucket, Azure DevOps, Jira, Confluence
- Adobe Experience Cloud: Launch(Tags), Analytics, Target
- Google Analytics, Contentsquare, Decibel Insight, Observepoint

EXPERIENCE

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

06/2024 - PRESENT

- **Freelance developer specialized in VR, AR, XR & Mobile apps and games**
- **Freelance Digital Analytics Implementation Consultant**

Vaimo (previously Nobi), 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

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

- Creation of automated Excel dashboards

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 WebTtrends, 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:

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