

JASPER LINSEN

Want to get things done? Maybe you should have a look here and get in touch, as I am Jasper Linsen, a logical thinker, tinkerer and designer. Aims for goals to accomplish, like improving the details on your interactivity, writing clean and readable code, and understanding the guts of whatever needs to be done to improve efficiency and quality. Understanding something is better than just knowing it, and actually understanding the code is better than letting a machine put it together and pray that it will work. Hopes to one day finish a build on a video game, and is inching towards that goal with knowledge of THREE.js, CSS3, HTML5, Javascript and many other web technologies.

EXPERIENCE

Freelance Full-Stack Developer

DPG Media News City, Antwerp, Belgium, March 2021 - now - <http://hln.be>

As solo developer for the graphics unit within DPG Media's NewsCity I was responsible for all development tasks, using an AWS back-end and bucket to create user-facing interactive and graphics enhancements to storytelling and data comprehension. Tasks include, but are certainly not limited to:

- Development of tools like:
 - The World Cup and Champions League homepage and article embeds with live scores, gracenote widgets and popovers
 - Tools to explore all products tested by the consumer testing brand "Best Getest"
 - The entirety of the live election results on HLN, De Morgen and 7sur7 during the local election in Belgium, 2024 - from maps to graphs for every town, province and region.
 - Tools for helping people comprehend data like:
 - * Schoolwijzer, data about schools and their government reported quality data allowing people to compare schools to be find their best fit
 - * Retirement home guides, similar to the above mentioned school guides
 - * Yearly travel guides for holidaying abroad with help on currencies, activities, laws, rules and even some help with the local language
 - * Guides for rules during the corona-crisis
 - * Fire- and heatmaps for the European fires and heatwaves in 2026
 - Internal applications like
 - * The news apps visible from screens inside DPGMedia's buildings
 - * Internal Screens in the newsroom powered by SmartOcto displaying subscriber numbers, articles, popularity, watch- and read times, vpopular videos and much more
 - * Review tools that save the homepage every once in a while so our internal teams can look back at what worked and what didn't
- Development of an entire environment for creating and managing embeds
 - Support for over 2000 internal users
 - Already in use by over 110,000 embeds across DPG Media
 - Creation of tools like quotes with photos, information boxes, accordeons, galleries, comparisons, quizzes, and much more
 - Integrated with internal services for photo management and licensing, AI, login, QR codes and more
 - Opening, sharing and editing embeds
 - Automatically transferring embeds between news brands
 - Data flows that power the tools mentioned above
 - Upload and hosting of the above tools and graphics created by third-parties or internal designers
 - A thumbnail creator allowing journalists to create branded thumbnails in accordance with style guidelines for their respective brands
 - Integration of the above thumbnail creator tools into our Digital Newsroom where journalist create

and modify their articles directly.

- Creation and maintenance of a Chrome extension that allow quick editing and linking to widgets in live web pages as well as tools for inside the digital news room.
- Front- and backend for beautiful forms replacing Google Forms to allow journalist to get contacted by our readers and collect information for their reporting
- Maps for the Netherlands and Belgium allowing regional titles to display all their data per location
- VTM Nieuws' "De vraag van Vandaag" live poll that runs for 10 minutes during the News to allow direct viewer interaction and reporting of the mood in Flanders, racking up tens of thousands of votes in a matter of minutes
- Building graphic elements for HLN Live like clocks, tickets, transitions, SVOs and more in Singular.live, used daily by the live video teams
- Management and guidance of third-parties that build things integrated into HLN for campaigns like "Beste Gemeente van Vlaanderen" and "VeloVeilig Vlaanderen"

My tasks mostly come down to facilitating and solving problems to improve the general reading experience of HLN and enhance the content to make it easier to parse and more enjoyable in general. The above list is far from complete, as many more tools and solutions have been built by me to solve a wide variety of smaller problems as they crop up. The one main thread, however, is the speed and quality that is required to elevate a news brand while remaining relevant to the day. DPG Media's new embed strategy is mostly based around this output.

Consultant Developer CNBC Catalyst/NBC Universal

CNBC/NBC Universal, London, UK, November 2021 - now - <http://cnbc.com>

Occasional work as a consultant for the in-house advertisement team at CNBC universal, helping produce cutting edge graphics and effects for their clients. React, styled components served over SSR and integrated into the CNBC website.

Freelance Front-End Developer

Rand Whitney, March 2020 - September 2021 - <http://buyboxes.com>

Working with a small team to improve their online editor in which you can design your own box. A mix of SVG, ThreeJS and Angular. I spent most of my time optimising their output SVG, turning it into a usable and printable state (or as close too). Added new features like theming, dynamic font loading. Turned up the framerate to 60FPS, allowing live editing on the 3D preview of the box.

Freelance Front-End Developer

VRT NU, Brussels, Belgium, May 2018 - September 2019 - <http://vrt.nu>

Building the VRT NU video on demand service as a freelance web developer, taking charge of the front end decisions related to the technology and implementation. Building a great user experience and refining their product offering. Pivoting the product towards single page application and web components.

Freelance Front-End Developer

Something Here, Ghent, Belgium, since February 2018

Something Here comes with over 5 years of experience building unique front-ends, from custom navigation to fully 360 panorama video websites. We prototype quickly and allow time for feedback of designers to generate stunning front-ends for advertising and services. Our knowledge spans over CSS3, HTML5, Javascript (ES7+), three.js, NodeJS, Gulp and a whole lot more.

Senior Web Developer

CNN International Commercial, London, UK, March 2017 - January 2018

Responsible for front and back-end of advertisement features produced by CNN's in-house studio CNN Create. Working with the latest and greatest in Javascript, CSS and HTML, as well as Node.js, Electron, gulp, SASS, ES6, Three.js and other tools and frameworks to turn great designs into even more engaging, interactive and thoughtful experiences.

Web Developer

CNN International Commercial, London, UK, July 2014 - March 2017

Responsible for front and back-end of advertisement features produced by Turner Commercial Productions using PHP, Javascript, HTML, Laravel, Symphony, MySQL, ... Influencing design and technical choices made for the Team and the Productions at TCP.

Front-End Web Developer

LONO Creative, London, UK, June 2012 - June 2014

General development work from front-end graphics to back-end coding like MySQL and PHP, to HTML5 web apps and extensive Javascript interactivity, combined with feedback scripts and dynamic code.

EDUCATION

Bachelor Graphic Design

LUCA School of Arts, Brussels, Belgium, 2007 - 2011

Basic introduction to web development, as well as a comprehensive education in graphic design, acquiring skills in the Adobe Creative Suite and creative thinking.

SKILLS

Front End Web Technologies

GIT, Web Components, CSS3, HTML5, canvas, three.js, Javascript (ES7+, including not-yet-standard features like decorators and optional chaining), backwards compatibility through graceful degradation, NodeJS, Parcel, Gulp, Grunt, Electron, Nunjucks (templating) and much more. Also worked with Angular, React (the modern version), knows the ins-and-outs of SVGs.

Back End Web Technologies

Have experience writing PHP and MySQL. Comfortable using GIT. Have used Continuous integration tools such as Jenkins and AWS' pipelines. Very experienced writing NodeJS back-ends with ExpressJS.

Software

Knows a fair bit of Blender (3d modelling) these days, very proficient at the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as Affinity Designer and Publisher as well as Pixelmator. Good knowledge of the Microsoft Office suite. Likes making his own software tools where possible.

LANGUAGES

Fluent in Dutch and English, workable French.

PROJECTS (SLICE OF)

WK 2026

HLN.be, June 2026

The live tool for our readers with scores, details and information about the World Cup 2026, live as it happened. The back-end for this was also built internally, using data from gracenote.

<https://valley.hln.be/custom-build/hln/wk-2026/>

In Action: <https://valley.hln.be/custom-build/hln/wk-2026/?date=2026-07-20> (don't mind the scores being crossed off, that is because settings the date triggers a testing mode!)

Vermogenstool

HLN.be, May 2026

For a second year in a row we allowed readers to give us some of their information so we can give them an indication of where in society's scales of finances they fall, comparing them to the rest of the population.

<https://valley.hln.be/custom-build/vermogens-tool-2025/>

Best Getest

HLN.be, March 2026

A compilation of all reviews performed by HLN's consumer testing team, allowing our readers to sort, find and mark the best products while out in the supermarket.

<https://valley.hln.be/custom-build/hln/best-getest/>

Steaming 100

HLN.be, March 2026

Tool to explore recommendations by HLN's showbizz teams about what to watch on which service, powered by a Google Sheet HTML export uploaded to our backend.

<https://valley.hln.be/custom-build/streaming-100/>

Verkiezingen 2024

HLN.be, October 2024

Local Election help tool with custom graphics and detailed interface. Was visible on the HLN homepage in the top slot during election day, and live updated with a latency of just 20 seconds after the first results rolled in. This was so popular, even the competition showed up using our tool more than their own tools in our tracking data.

<https://valley.hln.be/custom-build/verkiezingen-2024-local/>

Energietool

HLN.be, October 2021

A quick, one day turnaround, tool to help people decide what to do with their energy provider in these days of rising costs.

<https://www.hln.be/economie/onze-opinie-hoe-duurder-gas-en-elektriciteit-worden-hoe-goedkoper-de-politieke-uitspraken~a5d7d04a/>

Wijntool

HLN.be, September 2021

After the article, this tool allows you to browse the wine recommendations by Sepideh, sort them and mark them as favorites. The back-end is a Google Sheet HTML Export, since we only had access to a static CDN.

<https://www.hln.be/mijn-gids/topscore-voor-enkele-herfstwijnen-uit-de-supermarkt-dit-is-echt-wel-heel-verfijnd~ae6761cb/>

Reiswijzer

HLN.be/AD.nl/Trouw.nl/7sur7, 2021

As the corona travel restrictions kept changing, we wanted to make it easy for people to figure them out. Our tool allowed for multiple teams to use slightly different version, with slightly different language and visual requirements. A mix of SVG, HTML, CSS and Javascript, this small tool helped gain a substantial amount of subscribers. The back-end is a Google Sheet HTML Export, since we only had access to a static CDN.

<https://www.hln.be/reizen/reiswijzer-waar-kan-ik-op-vakantie-gaan-en-wat-zijn-de-regels-alle-actuele-info-over-jouw-reisbestemming~a474109d/>

BuyBoxes.com

Rand Whitney, 2020-2021

Only available in the US (use a VPN)! Design your own box using the editor, and export the SVGs for print, as well as 60 fps rendering of contents on a 3D preview of your box.

<http://buyboxes.com>

Something Here

somethinghere.net, January 2020

Right before 'the event', I managed to pump out my new website. Using a model made and bone-animated in Blender, combined with a simple HTML, CSS and JS structure that mixes in SVGs and plenty of fun animations. Go on, have a chat with my avatar.

<https://www.somethinghere.net>

VRT NU

VRT, Brussels, Belgium, 2018-2019

Working for the Flemish Broadcaster VRT on their video on demand platform, I worked on improving their UI, implementing new features and working with a team to create a wonderful experience and product. I rewrote the code base to be up to snuff and ready for the future using web components, while allowing our teams to continue adding content using Adobe Experience Manager.

<http://vrt.nu>

Gelotology

Something Here, Ghent, Belgium, 2018

Designed by their in-house designer and brought to life by our unique brand of magic, this site for a branding and experience agency based in Ghent is dynamic, fast and full of little touches.

<http://gelotology.com>

Creathings

Something Here, Ghent, Belgium, 2018

An update to their classic front-end, built from scratch.

<http://creathings.be>

Caroline Walotka

Something Here, Ghent, Belgium, 2018

Site for Special Effects Artist Caroline Walotka. Built with an initial go at Web Components, its main feature is a masonry wall on the homepage that takes you fluently between portfolio and CV.

<http://carolinewalotka.com>

Sandermans Moving

Something Here, Ghent, Belgium, 2018

Built the front-end for this website, with little touches such as animated buttons and hovering menus. This build used CSS3, HTML5, Javascript (ES6+) and NodeJS and Gulp as a development environment.

<http://sandermans-moving.be/fr>

Louis Vuitton City Guides

CNN International Commercial, London, UK, 2017

Website with HTML5 audio and an immersive gallery built with CSS3, javascript and HTML5 using NodeJS and Gulp as a development environment. Won the Monaco World Luxury Award 2017 in the Fashion&Lifestyle Website category.

<http://advertisementfeature.cnn.com/2017/louis-vuitton>

ANA presents Stories of Kindness

CNN International Commercial, London, UK, 2017

Stories about the kindness of strangers with animated SVGs (using CSS3 animations), HTML5, Javascript and using NodeJS and Gulp as a development environment.

<http://advertisementfeature.cnn.com/2017/ana/>

Hungary: Land of Waters

CNN International Commercial, London, UK, 2017

A custom interface element at the center syncs up with the video in the background, with overlays and a hand-coded 360 video environment on some pages. Uses three.js, CSS3, HTML5 and ES6 and NodeJS and Gulp as a development environment.

<http://advertisementfeature.cnn.com/2017/hungary>

Costa Rica: My Choice Naturally

CNN International Commercial, London, UK, 2017

A completely custom parallax scrolling interface paired with bright colors and floating islands in the sky. Uses technologies ranging from SVG to Canvas and built using HTML5, CSS3, Javascript and NodeJS and Gulp as a development environment.

<http://advertisementfeature.cnn.com/2017/costa-rica>

Airbus

CNN International Commercial, London, UK, 2017

A site using HTML5 video in the background to add a layer of immersion, and a heap of parallaxing effect. Built using HTML5, CSS3, Javascript and NodeJS and Gulp as a development environment.

<http://advertisementfeature.cnn.com/2017/airbus>

Astana World Expo 2017

CNN International Commercial, London, UK, 2017

Site using a parallax 3D effect in the background, with raindrops moving down a randomised path in 3D space. Built using three.js, HTML5, CSS3, Javascript and NodeJS and Gulp as a development environment.

<http://advertisementfeature.cnn.com/2017/expo2017>

Abu Dhabi Tourism

CNN International Commercial, London, UK, 2016

360 Panorama video site for Abu Dhabi Tourism using three.js and HTML5 video to create an immersive experience. Also used CSS3, HTML5, Javascript (ES6+) and NodeJS and Gulp as a development environment.

<http://advertisementfeature.cnn.com/2016/abudhabi>

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