Tom Anthoni

FREELANCE PRODUCT-MINDED DEVELOPER
DEVELOPMENT & AI INSTRUCTOR AT THOMAS MORE

info@tomanthoni.be +32 475 68 94 54 tomanthoni.be LinkedIn Antwerp, Belgium



I'm a developer with 20+ years of experience, dedicated to delivering high-quality work on time. A reliable team player who values clear communication and getting things done.

I've been working with generative AI since its early days and use it every day - in my own work and in what I build for clients. From AI workflows and integrations to multi-model setups that use the right model for each task, and token engineering that keeps quality high and costs under control. In the end, I am in full control, with a focus on quality, security, scope & user experience.

What I bring

- **Beyond the ticket.** I understand the business goal, challenge the brief and propose better solutions.
- **Software as part of a bigger system.** Integrating with ERPs and existing tools - technically and organisationally.
- **Client-facing.** At ease with clients and headquarters, from kick-off to follow-up.
- **A sharp eye for design.** Detail, UX and purposeful animation.
- **Foundations over frameworks.** Tools change; the core doesn't. Strong in programming fundamentals, OO, testing, architecture and database design - and good at learning: every month I pick up a new library or system. Now that AI writes more of the code, that foundation makes the difference.
- **Work ethic.** Reliable, clear communication, real ownership and the extra mile.

Skills

Development

Languages: HTML, Sass/CSS, TypeScript/JavaScript, SQL and many more
Systems: Vue.js, Node.js & Express, WordPress, Strapi, PWAs and many more

AI

Agentic dev (Claude Code, Codex, Hermes) · AI features, RAG & MCP integrations · custom skills · multi-model routing · context & token engineering · evals & guardrails

Beyond code

Account & project management · quality control · UX & design review · teaching

HIGHLIGHTED PROJECTS

Nespresso - worldwide B2B sales tool & catalogue

Salesdrive™ · 2019 - 2026

For the last six years I worked with Nespresso on their B2B sales tool and product catalogue. I cleaned up and restructured the data for machines, coffees, accessories and contracts, and brought it together in one manageable custom system that communicates with their ERP.

On top of that data, we built a polished sales tool used worldwide, guiding the sales team from first proposal to signed contract and follow-up, always with up-to-date data. For the French market I built a custom version, working directly with the French team.

In a very small team, my role went well beyond development: I also handled account management, project management and quality control, and aligned directly with Nespresso's headquarters in Lausanne.

Proximus - festival video app

Square Melon · 360° agency

A festival app that recorded videos on site and sent them straight to the people in them - a brand activation visitors took home and shared.

Plus many campaigns and activations, such as GIF generators, and work on the major Proximus rebranding.

CLIENTS I'M MOST PROUD OF

Nespresso / Proximus / Miele / Coca-Cola / BMW

EXPERIENCE

2009 - present

Owner & freelance product-minded developer

tomanthoni comm.v. · Antwerp

Freelance development for agencies and direct clients: from first conversation and concept to design refinement, build, launch and follow-up.

2016 - present
Thomas More, Mechelen

Development Lead & Instructor

Thomas More · International Digital Experience Design & AI for Media

- Development lead of the International Digital Experience Design (IxD) bachelor; I teach the development courses in all three years.
- Co-designed the new AI for Media postgraduate and teach AI Fundamentals there.

Dec 2019 - Mar 2026

Senior Developer

Salesdrive™ · Antwerp

- Nespresso's worldwide B2B sales tool and product catalogue, integrated with their ERP, plus a custom tool for the French market.
- Development combined with account management, project management and quality control.

2009 - 2019
10+ years, Vilvoorde

Freelance developer

Square Melon · 360° agency, formerly Amphion, later Just Agency and Pivott

- Long-term freelance partner via tomanthoni comm.v.; from 2010 to 2013 through REVOLVER!, a studio I co-founded with friends, also taking on project and account management.
- Campaigns, activations and digital products for major brands.
- For Proximus: a festival video app, GIF generators and many other campaigns, and work on the major rebranding.

2005 - 2008

Flash Developer

BoulevArt nv · part of the Cronos Group

Where my career started: interactive websites and rich media in Flash.

HIGHLIGHTED PROJECT

AI for Media – co-designing a postgraduate

Thomas More · aiformedia.be

Helped shape the new AI for Media postgraduate from the ground up: the courses, the structure and the way it works. Building a programme in a field that changes every month means staying ahead of it - I don't just use AI, I understand it well enough to teach it.

EDUCATION

Bachelor in Applied Computer Science
Karel de Grote University of Applied Sciences, Antwerp · 3 years

Programming
University of Antwerp · 1 year

Graphic Design
Evening school

LANGUAGES

Dutch	English	French
Native	C1, certified	Fluent

OFF THE CLOCK

Renovating a camper van for the next adventure - and walking my dog, who is a perfect office dog.