

Web Designer | Front End Web Developer

Bilingual, innovative technology-driven designer with both web development and design research experience, focused on improving web usability. Secondary skill set in Marketing Communications.

Organized, with excellent time management skills and a strong ability to multitask.

Commended by supervisors for resourcefulness in finding solutions to unforeseen problems and ability to pick up new technologies quickly.

TECHNOLOGIES

Web Programming: (X)HTML, CSS, Javascript (Prototype, JQuery), PHP, XML

CMS & Web Apps: CMS (WordPress, Joomla, Sharepoint), Dreamweaver & Flash (ActionScript), SugarCRM

Graphic Design: Photoshop, Illustrator, InDesign, Fireworks, & ImageReady

Databases: MySQL, Microsoft Access, SQL, & Excel

Web Hosting: Cpanel/Plesk, Domain Registration, FTP, DNS Nameserver, DNS Record Management, Email Service Management, Google Analytics

WORK HISTORY

Web Developer | Web Designer Ace Capital Group, Redwood City, CA (2007 – 2010)

Hired as 1 of 4 technical staff within IT, leading design and development of 5 major web projects, using open source tools such as PHP and MySQL. Joined system administrators in providing support to Ace Capital's 30 staff and 200 sales agents.

As part of design team, created email template via Sugar CRM and Constant Contact, and designed fliers, brochures, and collateral in English & Chinese using Adobe Create Suite.

Site Upgrades: ace4wealth.com | ace4success.com

- Transformed static web pages into interactive, dynamic site with 10 new pages, including event listings and registration with autoreply and autoremind features.
- Built PHP CMS (Joomla) with SEO plug-in to facilitate continuous content updates.
- Created custom micro sites linked to events, for 20 agents.

Site Launches: amerilandcapital.com | greendeed.com | acecapgroup.com/info

- Constructed company's first internationally focused web site, viewable in 4 languages: English, Chinese, Russian, and Korean.
- Set up info-request form that generates email to account reps plus stores backup.
- Spearheaded firm's first intranet, using JQuery/Javascript to create collective event calendar and text editing tool.
- Designed website to promote new land-banking product, *Green Deed*.

Webmaster | Student Assistant Asian Studies Center, Michigan State Univ., East Lansing, MI (2005 – 2007)

Redesigned and managed web presence for Asian Studies Center across 2 years, concurrent with graduate studies in Digital Media and Technology.

Site Redesign: www.asianstudies.msu.edu

- Upgraded website from Table to W3C standard with hand-coded HTML and CSS, dramatically enhancing site navigability and usability.

Education

MFA Web Design and New Media
Academy of Art University (present)

MA Digital Media Art & Technology
Michigan State University (2007)

BS Electrical Engineering
Southeast University, Nanjing (2005)

Relevant Courses

Color Theory

Typography for Digital Masters

Principles of Usability

Web Technology I, II

Digital Capture, Sound Specific

Time Based Media Scripting

Research Papers

Information Architecture:
Analysis for Launch.yahoo.com
<http://bit.ly/4sRkub>

*Review of Yahoo! music channel
based on info architecture theories*

Why Do We Love Role Playing Games:
Humans' Original Need of Presence
<http://bit.ly/8RTT37>

*Examination of human need to
develop the technology of presence*

The Presence Effects of Different
Levels of Scary Games
<http://bit.ly/6ThLG7>

*Assessment of emotional impact of
M-rated and E-rated games*