

Gyuri Kim (Nick: Kimbo)

Analytical / UI, MarTech, Multi-Discipline / Creative

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Read CV: <https://read.cv/kimba.riri> (This page has more details)

Intro

My goal is to bring the team flexibility by combining business, aesthetic, and technical requirements. I love utilising my coding skills to materialise creative ideas with visual sensibility and data accuracy. I have worked in web development, data oriented digital marketing projects, and creative ad campaigns. My diverse interests stem from technology and storytelling.

Skill brief

- Front end: Bootstrap3/Handlebar.js/CSS3(SCSS)/TWIG/MJML(eDM),jQuery, GSAP, Gulp, Webpack, Vue, Preact, TypeScript
- Business and Operating Analysis on: CCPA/GDPR/ISO27001/OECD guideline related research, Risk management, Development workflow with using JIRA and Confluence (+Bitbucket), Drafting functional requirement
- Multimedia tools: Sketch / Photoshop / Figma / DaVinci Resolve / Clip Studio / Ableton Live / Affinity Designer
- Marketing Tech: Dynamic content management on Sizmek and Google DoubleClick, Developing HTML5 animated banners, Google Analytics, Google Optimise, SQL, Python, Adobe Target, Adobe Analytics, AEM
- Testing: IE test on VM, Browser Stack, BlazeMeter auto testing, Email on Acid & Litmus for eDM, Postman API
- Working knowledge of AWS, Digital Ocean, Netify, Docker

Work Experience

*Helium – Senior Experience Developer & Tech Stack owner / Current ~ 2019

- Supporting staff on JIRA, systemic issues with access and products, liaising functional requirements along with business requirement
- Setting up company structure and policies complying to third party service provider under the APRA and OAIC
- Documenting policies and operating process complying to ISO27001
- Access management on MS 365 compliance centre, analysing compliance level on some client's cloud space relating to GDPR and CCPA
- Developing experience with TypeScript, Webpack, CSS(SCSS) for CRO campaigns
- Developing UI style guides for AEM project (jQuery, Webpack, Vue, ES6, SCSS).
- Providing support for clients' direct request on Adobe Analytics tagging

*Consultancy Provider (Self-employment) / Current ~ 2014

- operation compliance policies that is relevant to security/privacy guidelines including ISO27001 in the relevance to Digital Marketing Implementation
- Tech consultancy for digital creative ads
- Integrity on Marketing Tech utilisation with website production
- Development culture with business analysis including clarifying functional/context requirements

*YR group (WPP ANZ) / Feb. 2017 ~ July.2018

- Designing frames by animate CC & Sizmek Ad builder for mass data & hard coding animation within JavaScript
- Integrating HTML5 banner template with Sizmek API & Double Click Creative based on HTML ads template
- Main Ad campaigns for AVIS, BUDGET, Transport NSW, Teacher Mutual Bank, Colgate

*Macquarie Group / UI developer in BFS digital, Mar.16 ~ Sep.16

Project site: macquarie.com/au/adviser

- Have changed default styles up on the products and implemented the new campaign pages into WEM8 CMS
- Have developed template components using SCSS, handlebar.js for the campaign pages and forms
- Publishing marketing contents and report Google Analytics summary
- Writing internal compliance documents for internal developers that is relating to APRA/OAIC regulation
- Stacks: WEM8 CMS, CSS3, Angular 1.4, Bower, Jira, Conference, Bitbucket, Agile, Sketch3, Photoshop, Shorthand

*Publicis / contract, UI developer, Feb.16 ~ Feb.16

Project site: <https://gc2018.com/>

- Build various UI modules with CSS3 & JQuery for the launch of Gold Coast Commonwealth 2018 website
- Developed template components using Sass following SMACSS and BEM rules
- Stacks: SASS & Compass, jQuery, Linux, Browser Stack

*akqa(prev. DT digital) / contract, UI developer, Nov.15 ~ Jan.16

Project site: <http://www.australia.com/en>

- Developed template components using Sass, Angular, handlebar.js, jQuery for the re-launch of Tourism Australia
- Working on front-end style guides and A/B testing on UI modules crossing browsers and CRO thesis reports
- Stacks: AEM CMS, Angular 1.4, jQuery, Grunt, Bower, Jira, Conference, Bitbucket, Agile, Browser Stack, SourceTree

[*CarsGuide.com.au / contract, UI developer, Aug.14 ~ Sep. 14](#)

- Front-end Development for CarsGuide.com.au re-branding along with skill-sets of jQuery, CSS3(SASS/Compass), Bootstrap 3
- Versioning and managing sources using STASH, Source tree (GIT) on Linux virtual machine
- Stacks: Bower, Grunt, STASH/JIRA/BAMBOO, Drupal CMS, SASS/COMPASS

[*NSW Attorney General & Justice Mar.14 ~ July.14 / Contract, Data Analysis Officer](#)

- Configure search for cross-site publishing in SharePoint 2013 and migrating LSC internal SharePoint site contents (2010 to 2013)
- Created big data analysing charts and graphs from massive legal services data expenditure entries for annual reports using EXCEL and ACCESS (SQL amendment)
- Combining total external/internal financial data in consistent categorisation and identifying data into specific clustering
- Polishing data entry requirements by data program techniques and procedures such as v-lookup, functions, macro, chart graph, data filter, and report summaries

[*Think Education Group Nov.13 ~ Mar. 14 / Contract, LMS builder](#)

- Experience to multimedia production involving in producing html5 base E-learning slides, LMS UI assets, editing sounds/video files
- Designing course material assets on the e-learning courses into Blackboard System using Html5 + CSS along with graphic tools
- Consolidating student enrolment data and visualise the chart reports in Excel and Sales Force premise dashboard
- Stacks: Blackboard & Moodle LMS, Articulate, Dreamweaver, Adobe CS6

Contractor Projects

[*BFV \(Level 21\)](#)

- New website development for new start-up
- Organising digital contents about their R&D projects and designing website, presentation materials, and business packages

[*Foxtel](#)

- Developing HTML5 interactive banners with jQuery, GSAP, CSS with Sprite kit (JS/CSS animation)
- Populating animations by animate CC or in Celtra for interscroller format
- Designing banner templates on Photoshop and eDM on sketch following brand guideline and art directions

[*S1T2](#)

- UI development for Kia karaoke project web component and 16:9 screen display app (Vue, SCSS, Electron) - launch in Feb
- eDM responsive template development (using MJML and layout tested on mail chimp) for KIA
- UI development and cleaning up component styles on the Perth festival official website (Vue.js, jQuery, TWIG, WordPress Theming, TNEW payment pages' skin development)

[*Six Black Pens / Aug-Sep 2018](#)

- Landing page front end maintenance (Bootstrap, SCSS, Gulp), WordPress theme development, (Main clients: NAB & MLC)
- eDM development and testing on the campaign manager and email on acid
- Reporting the click count data and exposure summary from Google Tag Manager and Google Analytics

[*3rd Sense / contract Dec 2016 ~ Jan 2017](#)

- Developing HCF intelligence quiz event app in a short game UX flow (AWS, Vue.js, SCSS, Gulp, Bootstrap)

[*BCS Online / Sep 2016 ~ Feb 2017](#)

- Updating landing pages, developing responsive newsletter, producing media contents of R&D products for presentation.

[*BCS International, 2013 ~ 2015 / casual on call roster, Digital content producer](#)

- Designing documents template and company assets by using Photoshop & Illustrator
- WordPress CMS content & theme development managed for the short-term renewal

Education

- Currently persuading Master of Science degree course (Data Analytics) at Georgia Tech
- Institute of lifelong education, Bachelor (Computer engineering), Seoul, KOR
- Emporia State University, Bachelor of Fine Art, Kansas, USA

Certificate

- Google: Analytics IQ, Campaign Manager | Adobe: Target Business Practitioner & AEM front end & Analytics Course completion certificates