

Bobby T

Senior Designer

bobby.tan@gmail.com

Summary

Over fifteen years of User Experience and Design, with expertise in Rich Internet Applications, 3D design and animation, visual effects and video post production that spans across Web, IPTV, Mobile, and Tablet. Adept in all major authoring and design tools, including Microsoft Mediaroom, Adobe Creative Suite, and Autodesk 3D.

Experience

Senior Interaction Designer | U-verse at AT&T Corp

January 2007 - Present (8 years 6 months)

U-verse TV, Web, Mobile, Tablet and Wearables

Senior UI Designer at Bellsouth Corp, Atlanta GA

April 2004 - January 2007 (2 years 10 months)

1 recommendation available upon request

Senior UI Designer at Mentisys Inc

February 2002 - March 2004 (2 years 2 months)

3D visualization for Data Mining, web design

1 recommendation available upon request

Senior 3D Animator at Terraglyph Interactive Studios, Chicago IL

January 2000 - January 2002 (2 years 1 month)

3D Animation for Nintendo 64 and Sony Playstation 1

Head of Graphics at All Asia Broadcast Centre (ASTRO), Malaysia

June 1998 - October 1999 (1 year 5 months)

Website: <http://www.astro.com.my>

Senior 3D Animator at All Asia Broadcast Centre (ASTRO), Malaysia

April 1996 - June 1998 (2 years 3 months)

3D Animation for TV commercials and in-house promotions

1 recommendation available upon request

3D Animator at Frames Pte. Ltd. (Malaysia)

September 1996 - September 1997 (1 year 1 month)

Frames is an award-winning 3D animation and video post production company, serving global advertising agencies and MNC clients with their animatics, stilomatics, corporate internal presentations, tv commercials,

multimedia video production, broadcast motion graphics design, film animation and visual effects needs. Frames has won many awards for spearheading the greatest talents in digital animation and visual effects for television and film including Promax/BDA and Malaysian Video Awards.

3D Animator at VHQ Production Pte. Ltd. (Malaysia)

October 1995 - August 1996 (11 months)

URL: <http://www.vhqmedia.com> As Asia's leading vertically-integrated media network, VHQ Media's dynamic divisions bring an infinite spectrum of possibilities. From visual effects, to animation, to content creation for television and new media, we bring the best to life at every level. For more than two decades, our dedication and passion to our craft has kept us at the forefront of the visual arts industry. In a dynamic media landscape, we continue to stay ahead by embracing the latest talent, techniques and best-of-breed toolsets. We enjoy long-term partnerships with our clients, who count on us to deliver consistently high-quality work. From our headquarters in Singapore and offices in Kuala Lumpur, Jakarta, and Beijing, we transcend geographical and cultural boundaries to serve an extensive and ever-growing clientele. Our cosmopolitan team handles each project with a spirit of individual flair and creative collaboration, imparting international perspectives that are so vital in today's marketplace. VHQ remains the partner of choice of the world's foremost advertising agencies, production companies and television networks.

Certifications

Intro to HTML and CSS

Udacity License UD304 September 2009

JavaScript Basics

Udacity License UD804 September 2009

Languages

Malay	(Native or bilingual proficiency)
Chinese	(Native or bilingual proficiency)
English	(Native or bilingual proficiency)

Patents

Method and Apparatus for Distributing Consumer Advertisements

United States Patent 8544039 Issued September 24, 2013

Inventors: Bobby T, John Stefanik, Chuck Bradley, E-Lee Chang, Madhur Khandelwal, Darnell Clayton

A system providing users the ability to advertise towards a selective, targeted market via a television interface; a sort of advanced classified advertising for television.

Method and System for Remote Control

United States Patent 8453186 Issued May 28, 2013

Inventors: Bobby T, Linda Roberts, E-Lee Chang

A method and system for remote control at a client of a multimedia content distribution network (MCDN) enables a user to configure a wireless user device as a remote control device (RCD). The RCD may communicate via a wireless network and an MCDN server to execute remote control commands at the MCDN client. The RCD may implement a remote control interface, including control elements configured for touch operation. The control elements may provide specific interactive functionality for channel selection, volume selection, playback of multimedia content, and other remote control features. The RCD may also receive feedback and status information associated with remote control commands.

Methods, Systems and Computer Readable Medium for Implementing Sales of Products Using a Trace of an Object

United States Patent 7890380 Issued February 15, 2011

Inventors: Bobby T, Chuck Bradley, E-Lee Chang, John Stefanik, Kitt Tucker, Phil Weeks

A method, system, and computer program product for implementing sales of products featured in a program is provided. The method includes associating an object featured in the program with the program and a product. The product corresponds to the object in the program. The method includes receiving a request relating to the object featured in the program and presenting product information associated with the product corresponding to the object in response to the request relating to the object. The method further includes generating an order for the product in response to a request to purchase the product.

Projects

Film Awards Interactive

2013 to Present

Members: Bobby T, Bryan Davis, MBA, Robert Coldwell, Kitt Tucker

Available mid-January through March. Watch this year's nominees and judge for yourself with the U-verse Film Awards App, exclusively for U-verse TV members.

TV Awards & New Shows

2011 to Present

Members: Bobby T, Bryan Davis, MBA, Robert Coldwell

Available from September to October, the TV Awards & New Shows app highlights TV shows that have been nominated for recent TV awards, as well as new shows that are premiering in the fall.

Film Awards Interactive

2013 to Present

Members: Bobby T, Bryan Davis, MBA, Robert Coldwell, Kitt Tucker

Available mid-January through March. Watch this year's nominees and judge for yourself with the U-verse Film Awards App, exclusively for U-verse TV members.

U-verse On Demand

2011 to Present

Members: Bobby T, Robert Coldwell

Design and deploy customizations for U-verse On Demand store.

U-verse Go Interactive

December 2012 to Present

Members: Bobby T, Robert Coldwell, Kitt Tucker

Design, build and manage Go Interactive for the U-verse product.

Skills & Expertise

User Experience
User Interface Design
Interaction Design
User-centered Design
Heuristic Evaluation
Usability Testing
Information Architecture
Mobile Design
Wireframes
Experience Design
Visual Design
Task Analysis
User Interface
Usability
User Experience Design
User Research
Contextual Inquiry
Wire Framing
Human Computer Interaction
Web Design
3D Modeling
3D graphics
3D Studio Max
Softimage
Maya
Cinema 4D
Character Animation
Character Rigging
Environmental Modeling
Graphics
Persona
Rapid Prototyping
Mobile Devices
3D
Web Development
Storyboarding
Mobile Applications

Education

School of the Art Institute of Chicago

BFA, Art and Technology, 1993 - 1995

Informatics Malaysia

Assoc. Degree, Information Technology, 1990 - 1993

Grade: Distinction Level A

Activities and Societies: <http://www.informaticseducation.com/>

Saito Academy of Design

Assoc. Degree, Industrial Design, 1988 - 1990

La Salle PJ

Lower Certificate of Education, Certificate of Education & Higher School Certificate, Lower Certificate of Education, Malaysian Certificate of Education, Malaysian Higher School Certificate

Courses

Independent Coursework

Front-End Web Developer Nanodegree

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3 people have recommended Bobby

"I've had the pleasure of working with Bobby Tan for the last two years and during that time he's been a tremendous asset to our group. He's shown exemplary skill in IPTV Design, 3D, Portal Design, Application Design, Icon Design, I could go on and on. Bobby's leadership and organizational skills have been invaluable to growing our team and ensuring the group's future. I'm honored to have the opportunity to recommend him in his future endeavors because he is a great colleague and a true friend."

— **Kitt Tucker**, *Senior Interface/Graphic Designer, BellSouth Advanced Services Group*, worked directly with Bobby at Bellsouth Corp, Atlanta GA

"Bobby is a very reliable and talented designer/developer. He is goal oriented and motivated... not to mention, a very nice guy. A pleasure to work with."

— **Brian McGee**, *graphic designer, mentisys*, worked directly with Bobby at Mentisys Inc

"If anyone knows me, they'll know that Bobby is my number one choice either as a designer, a colleague or a manager. I cannot recommend this man high enough. I hired him at ASTRO because of the high quality of his work. However, he became someone on whom I depended and relied and also became my friend. He was so good that when I left the company, he was my choice to replace me as the manager, which in fact he did. What more can I say?"

— **Bob Herbert**, was Bobby's client

[Contact Bobby on LinkedIn](#)