

# JOHNNY XU

## CREATIVE DESIGNER / DEVELOPER

### PERSONAL DETAILS

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### OVERVIEW

Creative Designer/Developer with more than 14 years of experience from digital agency, in-house and corporate environments in both Australia and China.

Talented and passionate about mobile, web and new technologies in digital design and development.

An organized perfectionist with great work ethic. Sharp attention to details and ambitions to create world-class works. Highly interested in working on mobile/web applications, responsive web design and digital entertainment with edge technologies.

### SKILLS

#### Creative

Art Direction  
Digital Design (Web / Mobile)  
Responsive Web Design  
Interactive Design  
Animation  
Print Design  
Illustration  
Sketching / Drawing

#### Development

HTML5 / CSS3 / JavaScript  
AngularJS / Backbone.js  
jQuery / Lodash  
Bootstrap / Foundation / Sass  
Native Android  
Java / Node.js  
Unit Test / Automation UI Test  
Grunt / Gulp / Git / SVN

#### Application & Others

UI / UX Design  
Wireframing / Storyboarding  
Information Architecture  
Web Accessibility Guidelines  
Professional Scrum Master I  
Sound / Video Editing  
Adobe Suite / Sketch

## EMPLOYMENT HISTORY

### **Software Developer, UI Developer**

**Sportsbet Pty Ltd (JUN 2014 - Present) Melbourne, AUSTRALIA**

Working on applications across desktop and mobile platforms from front-end web development to native Android app development, also with contributions to Back-End service APIs and applications.

#### **Key Responsibilities**

- UI / Front-End Development across desktop and mobile feature products;
- Part of the core team developing new native Android app;
- Part of the core team developed Punters Club product;
- Contribute to service APIs and applications;
- Create, maintain unit tests, automation UI tests and improve coverage;
- Contribute to integration tests and participate in manual testing;
- Work with UI/UX team to provide support and best UI solutions;

#### **Recognitions**

- Three times Tech All Star award from Technology Department;
- Three times High-Roller award nominations;
- Two times High-Roller award winner for Cash Out and native Android app projects;

### **Senior Interactive Developer, Digital Designer & Front-end Developer**

**Fraynetwork Limited (MAY 2011 – MAY 2014) Melbourne, AUSTRALIA**

Worked on Responsive Web Design, Mobile Web Development, Web App, Hybrid Mobile App, UI Development, CMS Front-end Modules for school communications, religious education and eLearning.

#### **Key Responsibilities**

- Leading and establishing technical direction, processes and standards on front-end development;
- Providing guidance and support for all front-end development activities;
- Providing technical support and suggestions on digital design activities;
- Supporting management for sales activities (e.g. estimations, scope refinement);
- Front-end development and digital design for websites and EDMs;
- Design and development for Flash based animations, presentations and learning objects;
- Interaction and UX design with wireframes;

## EMPLOYMENT HISTORY (CONTINUED)

### **Creative Designer**

**FinPa New Media (JUL 2005 - Present) Melbourne, AUSTRALIA**

Worked on web, eLearning and multimedia resources across various industries.

#### **Roles and Responsibilities**

- Art direction and multimedia Lead
- Web design, Graphic design, UI design
- Flash design and animation
- Web standards
- Accessibility and usability
- Character design

### **Senior Designer**

**ETANG (DEC 2003 - JAN 2005) Shanghai, CHINA**

Worked on marketing campaigns, communications, design and front-end development of etang.com - a major pioneer social media online community in China.

#### **Roles and Responsibilities**

- Creating Banner ADs, EDMs
- Flash design and development
- Web design and front-end development
- UI design, character design

### **Interactive Designer**

**From-Zero Interactive Solutions (JAN 2003 - SEP 2003) Shanghai, CHINA**

Worked on microsites, websites and digital advertising campaigns for major local and international brands. (Adidas, L'Oréal, Siemens, Toshiba, etc.)

#### **Roles and Responsibilities**

- Creating Banner ADs, EDMs
- Interaction and animation design
- Flash design and development
- Web design and front-end development

## EDUCATION

### **Master of Multimedia Design**

**Monash University (2005 - 2006) Melbourne, AUSTRALIA**

Multimedia Design Theories and Techniques, Digital and Interaction Design,  
Business Practice for Multimedia Design

### **Bachelor of Artistic Design**

**Shanghai Jiao Tong University (1999 - 2003) Shanghai, CHINA**

Fine Art, Graphic Design, Visual Communication, Visual Identity,  
Fundamental Branding and Advertising Theories

### **Certificate of Animation**

**Autodesk (2007) Sydney, AUSTRALIA**

A 2-day Master Class held by Autodesk and Andrew Gordon from Pixar Animation  
Studios, on animation design and techniques.

## AWARDS

### **2012 - 16th Annual Webby Awards Official Honouree**

Together At One Altar

<http://www.togetheratonealtar.catholic.edu.au>

### **2006 - NEWWEBPICK (Flash Design and Technology)**

Hunt Angels Official Movie Site

## INTERESTS & INSPIRATIONS

Art, Design, Movies, Music, Video Games, Storytelling, Web and Technology, Photography,  
Food and Cooking

## LANGUAGES

English (Fluent), Chinese (Native)

## RECOMMENDATIONS

*“During his time at Fraynetwork Johnny has proven to be a true leader in front-end development and has constantly risen to every challenge that has been thrown his way. Johnny has a terrific eye for detail and truly excels in the areas of interaction design, responsive web design and mobile web development. He also has a terrific work ethic and a curious nature, which has made him a delight to work with and a pivotal member of our team. In addition to completing all of his projects with a high level of quality and a minimum of fuss, Johnny has also provided leadership within the team and provided a great deal of assistance to other developers and designers and helped grow the capacity of the group.”*

**Steve Darmody**

**Director of Interactive Media, Fraynetwork Limited**

**managed Johnny since 2011**

*“Johnny made animated banner ads and graphics for Oodles on a number of occasions. I found him to interpret the briefs with a creative mind set and thereby improving on the original concept. Also very timely and the quality of the finished artwork and graphics were always of high quality. I recommend Johnny to others seeking creativity, quality and value for money.”*

**Steve Sherlock**

**Founder, Oodles.com**

**hired Johnny as a Graphic/Web Designer in 2009**

*“I have worked with Johnny in the development of educational multimedia products. He is an outstanding designer and has a great ability to translate the client's design requirements and brief into the end design. I highly recommend him for creative design roles.”*

**Rachel Kennedy**

**The Le@rning Federation**

**hired Johnny as a Graphic/Web Designer in 2008**

## REFEREES

Available upon request.