

JOHNNY XU

CREATIVE DESIGNER



Personal Details

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Online Portfolio	http://gaga-graphics.com/
Behance Network	http://www.behance.net/gagagraphics
Linkedin Profile	http://au.linkedin.com/in/johnnyxu

Overview

Creative Designer with more than 7 years of experience from digital agency, in-house and corporate environments in both Australia and China.

Talented and passionate about Art, Animation, Graphics, Character Design, Digital Design, Visual design, Multimedia and Web.

A very organized perfectionist, with sharp attention to details and ambitions to create world-class works. Greatly interested in working for digital entertainment media, digital marketing campaigns and digital-storytelling.

Skills

Creative	Apps & Development	Others
Web Design	Adobe Creative Suite	Art Direction
Graphic Design	Microsoft Office	Concept Planning
Interaction Design	Autodesk Maya	Information Architecture
UI Design	Final Cut Pro	Wireframe
Character Design	HTML	Web Standards
Illustration	CSS	Audio/Video Editing
Animation	JavaScript	Storyboarding
Motion Graphics	ActionScript	
Sketching/Drawing		

Employment History



Creative Designer

FinPa New Media (July 2005 - Present)

Melbourne, AUSTRALIA

Working on web, e-Learning and multimedia resources across various industries.

Roles and Responsibilities

- Art direction and multimedia Lead
- Project scoping and quotation
- Client/contractor liaison
- Web design, Graphic design, UI design
- Web standards
- Flash design and animation
- Character design
- Product branding development

Senior Designer

ETANG (December 2003 - January 2005)

Shanghai, CHINA

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

Roles and Responsibilities

- Creating concept and design for web graphics, banner ads, EDMs and web animation
- Style-guide development
- Web design and front-end development
- Flash design and development
- UI design
- Character design

Interactive Designer

From-Zero Interactive Solutions (January 2003 - September 2003)

Shanghai, CHINA

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

Roles and Responsibilities

- Working with Creative and Art Director to create and develop design concepts for Banner ads, EDMs, Micro sites and Websites
- Flash design
- Interaction and animation design
- 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 MasterClass held by Autodesk and Andrew Gordon (Pixar Animation Studios) on animation design and techniques.

Awards

2006 - NEWWEBPICK (Flash Design and Technology)

Hunt Angels Official Movie Site

<http://www.huntangels.com.au>

Interests & Inspirations

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

Languages

English (Fluent), Chinese (Native)

Recommendations



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



Johnny Xu's work is excellent. His attention to detail is impeccable. I have always found that whenever I have asked Johnny to create some it is either exactly what I have wanted or only requires small adjustments. That is a true gift and in my experience not prevalent in a lot of graphic designers. Johnny really listens to what you as the client wants - whether inside your own business or as an outside client and creates what you ask for. ”

Jo Harrison

Project Manager, FinPa New Media

managed Johnny from 2006 to 2007

Referees

Available upon request.