

# JOHNNY XU

## CREATIVE DESIGNER / DEVELOPER

### PERSONAL DETAILS

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### OVERVIEW

Creative Designer/Developer with more than 17 years of experience from digital agency, in-house and corporate environments in both Australia and China.

Talented and passionate about UI/UX engineering and new technologies in digital.

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

### SKILLS

#### Creative

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

#### Development

HTML / CSS / JavaScript (ES6)  
TypeScript / Flow  
Angular / React / Redux / Vue.js  
jQuery / Lodash  
AEM / Java / Node.js  
Unit Test / E2E Test  
Grunt / Gulp / Git / SVN  
Sass / Less / BEM  
Bootstrap / Foundation  
Accessibility (WCAG)  
Native Android

#### Application & Others

UI / UX Design  
Wireframing / Storyboarding  
Information Architecture  
Scrum / Kanban / CSM  
Atlassian Suite  
Adobe Suite / Sketch  
Sound / Video Editing

## EMPLOYMENT HISTORY

### Senior Front-end Development Consultant (Contract)

Morgan Consulting @ Latitude Financial Services (SEP 2019 – Present)  
Melbourne, AUSTRALIA

Working on public facing websites/brands across Australia and New Zealand with React focused front-end stack (React, GatsbyJS, Flow, Styled Components, Storybook).

#### Key Responsibilities

- Digital transformation: create, maintain, uplift UI components;
- Improve loan related products: customer acquisition, calculators, broker tools etc.;
- Support legacy code and products;
- Apply optimisations base on analytics data;

### Senior Front-end Development Consultant (Contract)

RACV (FEB 2019 – AUG 2019) Melbourne, AUSTRALIA

Worked fullstack on AEM platform for UI/UX and components uplifting. Supporting wider development team and eCommerce solution (React 16 + AEM 6.3 + Magento 2).

#### Key Responsibilities

- Fullstack development of AEM components (new / uplifting);
- Establish and refine in-house development guidelines and practices;
- Introducing best UI/UX engineering practice and accessibility compliance support;
- Provide solution design, guidance and support for development team;
- Improving legacy code base and front-end build tools;
- Peer review / Code quality control / Knowledge sharing / Documentation;

### Front-end Development Consultant (Contract)

Australia Post (OCT 2017 – DEC 2018) Melbourne, AUSTRALIA

Worked on front-end experience enhancements for websites and web applications across different platforms for various stakeholders and domains from the business.

#### Key Responsibilities

- UI / Front-End Development for AEM components;
- Work with AEM team and support AEM components integration;
- Support and enhance existing and new front-end web applications;

## EMPLOYMENT HISTORY (CONTINUED)

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

**Sportsbet Pty Ltd (JUN 2014 - SEP 2017) Melbourne, AUSTRALIA**

Worked 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.

### **Senior Interactive 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.

### **Creative Designer**

**FinPa New Media (JUL 2005 - APR 2011) Melbourne, AUSTRALIA**

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

### **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.

### **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.)

## 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 Fraynework 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, Fraynework 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.