

# JOHNNY XU

## CREATIVE DESIGNER / DEVELOPER

### PERSONAL DETAILS

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**Linkedin** <http://www.linkedin.com/in/johnnyxu>  
**Github** <https://github.com/gaga1227>

### OVERVIEW

Creative Designer/Developer with more than 9 years of experience from digital agency, in-house and corporate environments in both Australia and China.

Talented and passionate about the web, mobile, and overall digital interactive design/development.

An organized perfectionist, with sharp attention to details and ambitions to create world-class works. Greatly interested in working on digital entertainment, commercial campaigns and interactive storytelling with edge technologies.

### SKILLS

Creative	Development	Application & Others
Art Direction	Responsive Web Design	UI / UX Design
Digital Design (Web / Mobile)	HTML5 / CSS3 / JavaScript	Wireframing / Storyboarding
Interactive Design	jQuery / jQuery Mobile / Zepto	Information Architecture
Animation	PhoneGap	Adobe Creative Suite
Print Design	Bootstrap	Photoshop
Illustration	ActionScript 3	Illustrator
Sketching / Drawing	Web Accessibility Standards	Dreamweaver
		Flash
		Balsamiq Mockups

## EMPLOYMENT HISTORY

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

Fraynetwork Limited (MAY 2011 - Present)

Melbourne, AUSTRALIA

Working 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;

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### Creative Designer

FinPa New Media (JUL 2005 - MAY 2011)

Melbourne, AUSTRALIA

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

#### Roles and Responsibilities

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

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### 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

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

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### 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

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### 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

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### 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.

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## AWARDS

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

Together At One Altar

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

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### 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



*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

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*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

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*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

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## REFEREES

Available upon request.