

Experienced in web & database development, networking & consultancy

Solutions focused with a verifiable track record for developing, improving and automating systems and business functions to increase productivity, sales, and competitive positioning. Possesses 3+ years hands-on experience in solid front-end design, ecommerce back-end design with strong trend focused and marketing appeal design using PHP, Ruby On Rails, JavaScript and CSS.

a solid blend of strong programming skills and leadership to help guide small teams in starting new projects, complements ability to make recommendations to continually improve functionality and enhance user experience. a self starter with a structured and proactive approach to problem solving with the aptitude to learn quickly.

Selected Achievements

Core member of SpreeCommerce project, have an active role in developing the community by giving technical support via mailing-list, IRC and GitHub. Additionally, making contribution to the code-base of the core framework.

Migrated Moon Shine Agency to a more cost effective third party CMS solution, enabling the business to manage a growing client base, increase production 3-fold and eliminate bugs.

Developed cost-effective Content Management System (CMS) websites and provided technical advice to small businesses regarding growth opportunities through Internet exposure.

Supervised in-house systems and adopted agile approach for development workflow as System Administrator. Deployed in-house email server and development server and shifted development system to cloud service such as GitHub, AWS, Heroku. the new workflow proved to be more agile and pragmatic that help the company to eliminate cost on system maintenance and management.

As eCommerce System Consultant established an online commerce presence for a wide range of brands such as Globe, MOOKS, Mossimo, Thurley, InkkMobile, Steve Madden; identified trends and introduced new initiatives, and confidently managed online marketing and social network campaign

Technical Skills

Languages / API

PHP/CodeIgniter/WordPress, Ruby/Ruby on Rails, Javascript/jQuery/Coffeescript, CSS/SASS, (X)HTML, TestUnit/RSpec/Capybara/Cucumber

Operating System

MS Windows, Unix/Linux, Apple MacOSX

Application / Tools

MySQL, PostgreSQL, MS Office, GitHub, Adobe Photoshop, Textmate, Apache/ PassengerPhusion, SendMail/KeiroMail, Dropbox, Heroku, AWS3

Other Tools & Knowledge

LAN/WAN routing & switching, TCP/IP Networking, VPN, IMAP, POP3, SMTP, FTP, DNS, SSH, VOIP, AJAX, Firewall, REST, Cloud Computing, Web 2.0

Work Experiences

SPREE COMMERCE PROJECT

(<http://www.spreecommerce.com>)

2010 to PRESENT

CORE MEMBER

Active participation in one of the most popular Ruby On Rails based eCommerce framework since 2010. Taking initiative in helping community via Mailing List, IRC and fixing bugs and implement new features for the framework.

MOON SHINE AGENCY

Jan 2008 to PRESENT

WEB DEVELOPER / SERVER ADMINISTRATOR / DIGITAL MEDIA CONSULTATION

assisted business in establishing a footprint within a new international market and drove improvements in sales, efficiency and competitive advantage by introducing new products and migrating the business from an obsolete and inefficient to more intuitive and more productive framework. Supervised a small team and provided technical expertise on new frameworks (Pegboard, bullRoarer, SpreeCommerce) which were instrumental in the organisation being able to provide better online marketing / eCommerce services to both existing and potential clients.

KEY CONTRIBUTION:

- **Optimized products for iPhone/Android-based phones** by identifying key trends for mobile market, simplifying UX-interface to maximise products ergonomic. New mobile/tablet UX substantially increased website hit by 30% and established a new customer base for mobile market. In addition, the native iPhone application for thurley brand was praised one of the earliest app for fashion in australia.
- **Eliminated bugs, increased production 3-fold** and enabled the business to manage a growing client base by leading migration from an obsolete to a less intensive framework as well as adopting social networking workflow. Sourced third party CMS solution provider to manage back-end services and created redundancies to ensure no down-time during migration. Shifted in-house storage/development/email systems to online service to cut cost, save up maintenance time and boost production.
- **Developed online marketing campaign** by combining old effective newsletter/email marketing, new social networks such as Facebook, MySpace, Twitter, and other state of the-art mobile technology like iPhone, iPad to increase exposure to ranges of potential customers. Key outcome:
 - » MOOKS Report and Mooks big Sale Marketing Campaign helped boosting the online sale by 80% by extensively using email marketing and social networking.
 - » Enriching the value of a wide range of newly licensed brands such as Stussy, Mossimo, Paul Frank, Stussy, World Industries, etc which yield multi-billion dollar portfolio for Globe.
 - » Developed online survey for Mossimo and Mossimo Kids using newsletter and Facebook campaign of which results were so vital for the strategic retailing plan.
 - » Optimized SEO for many websites that increased the exposure to search engines, thereby resulting in more hits.
 - » Organised online boost Mobile Rockshow on Youtube and coordinated with street-marketing team that increased the number subscriptions by 25%.

» Drafted the first iPad application for Steve Madden that allows customer to take survey and place order with discount as incentives. this was considered the earliest adoption of iPad in fashion retail.

» Successfully using interactive media such as Youtube to promote boostShow that allowed users to submit their boost moment. the campaign was a success for its creative approach that was then imitated by many online marketing companies.

- **Provide technical advice to small to large businesses regarding growth opportunities** through Internet exposure and developed websites for 3 major clients – Globe, Pacificbrands and brandbanks
- **Developed cost-effective Content Management System (CMS) and eCommerce websites** that allowed clients to manage the creation, modification and removal of website content or products without needing the expertise of a webmaster. all websites were built in open source frameworks and delivered advanced features

Education & Qualifications

Bachelor of Telecommunications & Internet Technology Engineering
Swinburne University - Melbourne (2008)

Community Associations / Membership

Vice President - Swinburne Vietnamese association (2008)

Advisor - Melbourne Vietnamese association (2004 to 2008)

President/team Captain - Swinburne table tennis Club (2004 to 2008)

Portfolio

MOOKS ONLINE

<http://www.mooks.com>

BOOST MOBILE

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

THE SKATE SIDE OF BOOTS

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

GALLAZ

<http://www.gallaz.com>

MOSSIMO ONLINE

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

GLOBE CORPORATE

<http://www.globecorporate.com>

THURLEY

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

THURLEY ONLINE STORE

<http://onlinestore.thurley.com.au>

1800REVERSE

<http://www.1800reverse.com.au>

MOSSIMO KIDS

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

ANDY UPROCK'S CUP ROCKING

<http://www.cuprocking.com>

ORLANDO COMBO TRIO

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

HARDCORE B2B

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

SKATESHOP

<http://skateshop.com.au>

STEVE MADDEN

<http://stevemadden.com.au>

JOKES ON YOU TV

<http://jokesonyou.tv>

LISA BROWN ONLINE

<http://www.lisa-brown.com.au>

REVERSE CORP

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

References available upon request