



Long Cheng

Location: Chicago, IL, United States

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Education: Illinois Institute of Technology, Shanghai Jiao Tong University

Experience: More than 5 years

Summary

I first started my career in web development. I am fluent in Photoshop, Axure, and many other design programs. I am also fluent in programming languages such as HTML, ASP.NET, PHP, JavaScript, CSS, MySQL, and more. My skills in web development have prepared me for digital marketing because I am now able to dissect a digital product to see if it is user friendly by looking at the code, and from a marketing standpoint by looking at the design. Also in developing website for the different clients, I have learnt what, how and why products can satisfy users.

Skills Summary

Web Technologies: HTML, CSS, PHP, JavaScript, jQuery, HTML5, CSS3, ASP.NET, Ruby on Rails, Python, Angular, Bootstrap

Software Technologies: Java, C, VB

Database: MySQL, Oracle

Cloud: Azure, AWS

Management: HR Management, Project Management, CRM

Marketing: Data Analytics, SEO, SEM, Email Marketing, Social Media Marketing, Digital Strategy, PPC, User Research, Usability Testing, User Experience

Design: UI/UX Design, Interaction Design, Graphic Design

Professional Experience

Brickfish Inc., Chicago, IL

Jun. 2015 – Present

Full Stack Developer

- Wordpress Sites
 - Website/Microsite design and development
 - Designing and deployment of supporting landing pages
 - Creating Wordpress themes and plugins.
 - Customizing Wordpress template
- Ruby on Rails Sites

- Designing and Developing Ruby on Rails project from scratch
 - Integrating libraries, grid framework and a JavaScript framework with multiple Ruby applications.
- Database Development - MySQL

Best Food Service, Inc., Chicago, IL

Oct. 2013 – Jun. 2015

IT Project Manager

- Web-based ERP (Enterprise Resource Planning)
 - Project Management – Project was done 2 months ahead of schedule
 - UI/UX Design
 - Web Development – ASP.NET, MVC
 - Usability Test
 - User Research – Improving Interaction and Interface Design
- New Company Website
 - UI Design and Graphic Design
 - Web Development
 - Digital Marketing – SEM/SEO, Email Marketing, Social Media Marketing
 - Marketing Data Analytics – Improving digital Strategy

Fresh Design Studio, Chicago, IL

Dec. 2012 – Oct. 2013

Creative Assistant

Fresh Design Studio is a digital marketing services agency that provides comprehension of advertising and marketing logic informed by intuitive creative thinking and behavioral economics.

I have participated in more than 20 digital marketing projects with the marketing and technology team. Every project I went through each aspect of the engagement including, procurement, scope planning, project discovery, product design, development, and delivery presentation.

Yolobe Inc., Chicago, IL

Oct. 2012 – Dec. 2012

Web Consultant

Yolobe is a startup company focus on helping teenagers to grow up better.

- New company website
 - Website Design - Photoshop
 - Front-end Development – HTML5, CSS3, JavaScript
 - Registration and Login System – MySQL, PHP
 - SEM/SEO – Google AdWords, Google Analytics
 - Social Media Marketing – Facebook, LinkedIn, Twitter
- User Research
 - User Interviews
 - Usability Test
 - Heuristic evaluation

Reflex Group Shanghai, Shanghai, China

May 2012 – Sept. 2012

Web Master Intern

- Global Finance Magazine
 - Graphic Design
 - Code Debug
 - Web Development - The 25th Anniversary Page
 - HTML5-Based APP Training

Sears Holdings Corporation, Chicago, IL

Nov. 2011 – Feb. 2012

Web Developer Intern

- Generate and maintain front-end code
- Assist in developing methodologies, standards and best practices for the group
- Research and recommend appropriate interactive technologies
- Collaborate with UE team to deliver on new business initiatives and platform enhancements

Education

Masters of Information Technology and Management

December 2012

Illinois Institute of Technology, Chicago, IL

GPA 3.9

Bachelor of Electronic Science and Technology

May 2011

Shanghai Jiao Tong University, Shanghai, China

GPA 3.4