

# { ShawnChang

*I am a passionate **web designer** focus on UX, UI and interaction design.*

## Professional Experience

### Mid-Weight Web Designer, Generic Publications (Harvey Norman)

November 2011 - Present, West Homebush, NSW

Duties are design and build marketing materials including interactive user guide, responsive landing page, edms, and flash banner for the corporate brands. Experience in storyborad, low fidelity wireframe, interaction design, UI design and front end development. I am also appointed as technical point of contact in the team.

### Web Designer, PermissionCorp

November 2008 - November 2011, St Leonard, NSW

Main duties include design, build and maintain the corporate and subsidiary websites. Experience in low fidelity wireframe, mood board, workflow design, information architecture, UI design, and front end development. Also designed and managed print, logo and edm design/build.

## Key Abilities

### UX Design

**Expert:** UI, Visual, Interaction design

**Working Knowledge:** Usability Test, Information Architecture

Design speaks for itself, please see my portfolio at <http://shawnc619.github.io/>

### Technical Proficiency

**Expert:** Photoshop, Illustrator, Flash, Indesign, HTML5, CSS3

**Working Knowledge:** jQuery, JavaScript

### Communication

I have extensive communication experiences through collaboration with campaign coordinators, developers, and marketing teams. I also have extensive experience with direct clients including gaming company director, charity organization and film director.

### Management and Organization

9 years of volunteering experience as core committee, I am very experienced in organizing events and people including conference camps and charity fund raisers. I was involved in a fund raiser production as art director in 2010, where I managed a team of 16 designers from different professional backgrounds and hundreds of volunteers to produce a interactive stage and environmental exhibition.

## Educational Qualifications

### Bachelor of Music, Australian Institute of Music

2006 - 2008, Major in Composition and Music Production

### Bachelor of Science Architecture, UNSW

2001 - 2005

- » Website development
- » Multimedia communication
- » Graphic presentation and 3-D modeling



*"Shawn is a talented and detailed designer. He is easy to work with and has friendly personality. He is very good at developing business requirements into amazing designs."*

*Michelle Wu, Senior Web Designer at PermissionCorp*



**Mobile** 0415 834 691

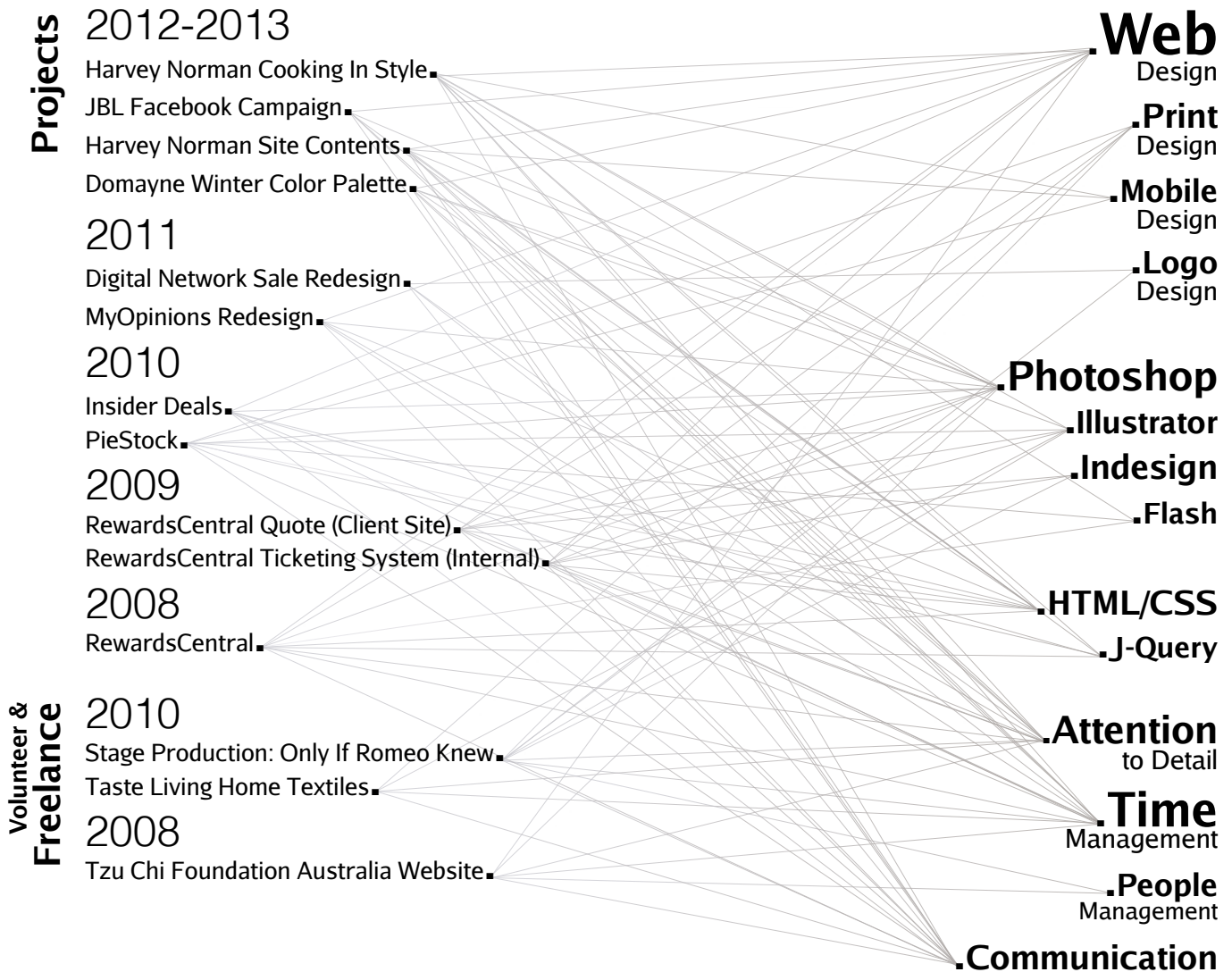
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**Portfolio** <http://shawnc619.github.io/>

Experience

Projects

Extracurricular



## Project Highlight Harvey Norman Cooking In Style 2012

July 2012 to November 2012, Web Designer

Responsible for Harvey Norman's largest campaign (which occurs bi-annually) from story board to final build. The campaign included interactive onsite landing page, mobile landing page, onsite and external ad placements that included Dynamic flash banners and HTML5 placement on google and yahoo network. The campaign was broadcasted for 3 months with over 100,000 visits and 50,000+ ctr.

### Only If Romeo Knew

May 2010 to October 2010, Art Director/Graphic Designer

This fund-raiser project was to raise funds as well as environmental awareness. I was in charge for a team of 16 designers and responsible for stage design, costume design, graphic design and music composition. We transformed a conference room into an interactive stage using 1,200 recycled boxes, exhibited global environmental issues and costumes made of recycled materials for 18 actors. As result, 1,200+ audiences came and watched the play, with many enquired to join our environmental volunteer work. Many have also enquired to buy the props and costumes. Overall the project have raised over \$25,000 AUD.



"Having collaborated with Shawn on numerous projects, what stands out the most for me is his attention to detail; this applies to his works in graphic, music composing, and his overall understanding of the brief, he knows exactly how to trigger a response from the audience/viewer."

*Jack Chen, Stage Design Team Leader, "Only If Romeo Knew", Architect at JAA Studio*



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## Extracurricular Achievements

2013

Sydney Tzu Chi Collegiate Youth Association.  
*Mentor*

2010

Game: Monkey King.  
*Composer*

2008

Documentary: A Medium Outcome.  
*Composer*

2007

Documentary: Alan Chapman.  
*Composer*

Documentary: Michael.  
*Composer*

2006

Sydney Tzu Chi Collegiate Youth Association Camp.  
*Camp Leader / Coordinator*

2005

Sydney Tzu Chi Collegiate Youth Association.  
*General Secretary*

**.Music**  
Production

**.Attention**  
to Detail

**.Time**  
Management

**.People**  
Management

**.Communication**

## Project Highlight

### A Medium Outcome

June 2008, Composer

The aim of this documentary was to paint the personality and touching moments of a psychic who talks to spirits and I was to translate client's vision into soundscape. As for result, the composition was well received and I was recommended to other directors years after the project.

### Sydney Tzu Chi Collegiate Youth Association Camp

December 2005 to April 2006, Camp Leader/Coordinator

The camp was aimed at recruiting young people to join in volunteer group to help the community. I was responsible for a team of 28 staff members to organise 4 days worth of classes and lectures to inspire the new voluntter. As result we were successful in recruiting 60 new and ongoing members.



"Thanks for your great work on A Medium Outcome. I showed the film to someone and they specifically mentioned how they love the music..."

Greg Thurling, Director, "A Medium Outcome"

## Referee

Available upon request



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