{ ShawnChang

*I am a passionate **web designer** with **UX** and **front end coding** skills*

Professional Experience

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

November 2011 - Present, West Homebush, NSW

Duties are design and code for marketing campaigns including interactive user guide, responsive landing page, edms, and flash banner for the corporate brands. Experience in UI design, interactive design, front end development, storyboard, low fidelity wireframe, CMS system Magento and Shopfront. Responsible with prove and check the code in the team before deployment.

Web Designer, PermissionCorp

November 2008 - November 2011, St Leonard, NSW

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

Key Abilities

UX Design

Expert: UI, Visual, Interactive design
Working Knowledge: Usability test, information architecture

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

Technical Skills

Expert: HTML5, CSS3, Photoshop, Illustrator, Flash, Indesign
Working Knowledge: jQuary, JavaScript, SASS

Communication

I have extensive communication experiences through collaboration with campaign coordinators, developers, and marketing team. I also have extensive experiences 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*
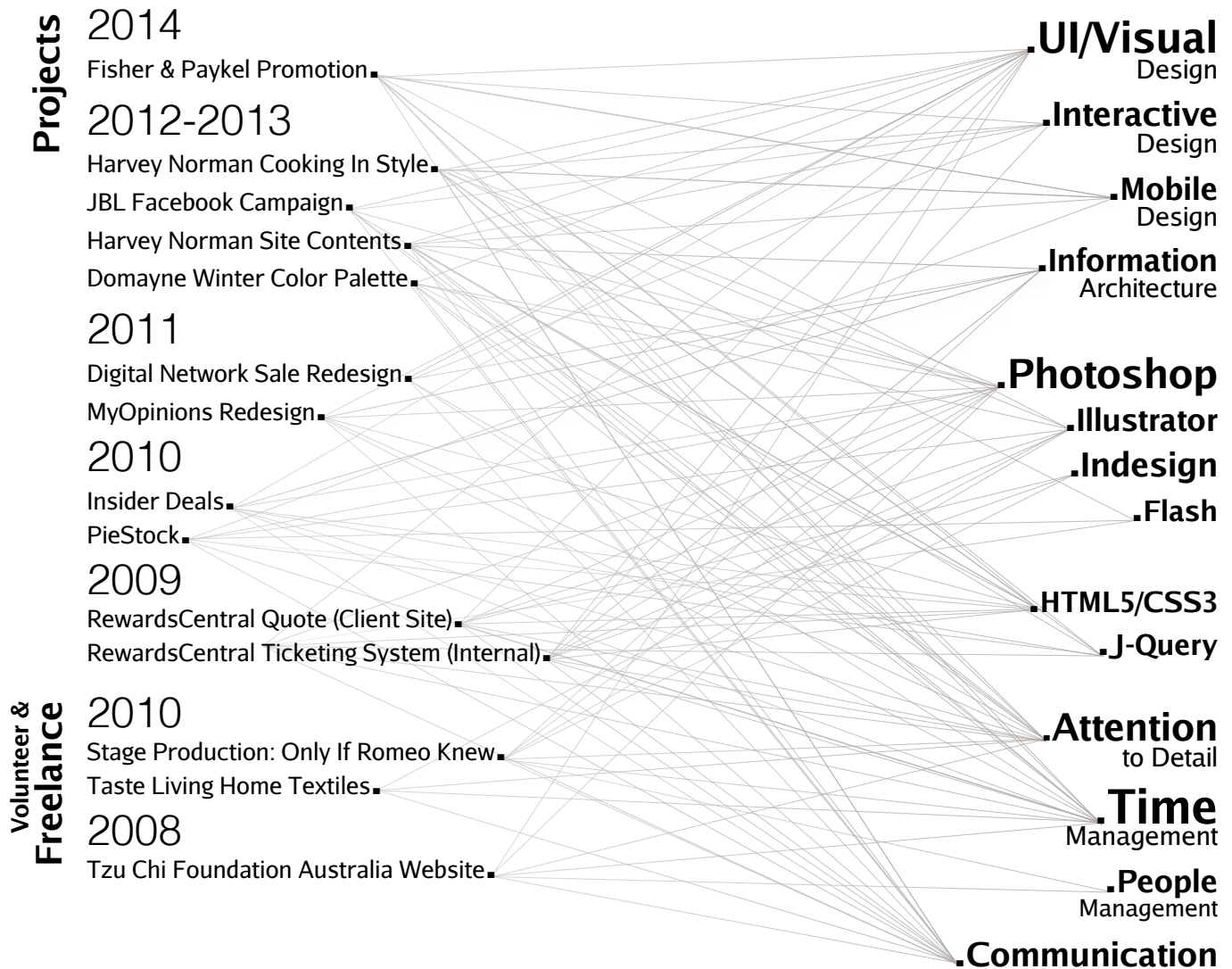
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Portfolio http://shawnc619.github.io/

Experience Projects Extracurricular

Projects

2014
Fisher & Paykel Promotion ∎

2012-2013
Harvey Norman Cooking In Style ∎
JBL Facebook Campaign ∎
Harvey Norman Site Contents ∎
Domayne Winter Color Palette ∎

2011
Digital Network Sale Redesign ∎
MyOpinions Redesign ∎

2010
Insider Deals ∎
PieStock ∎

2009
RewardsCentral Quote (Client Site) ∎
RewardsCentral Ticketing System (Internal) ∎

Volunteer & Freelance

2010
Stage Production: Only If Romeo Knew ∎
Taste Living Home Textiles ∎

2008
Tzu Chi Foundation Australia Website ∎

∎**UI/Visual** Design
∎**Interactive** Design
∎**Mobile** Design
∎**Information** Architecture

∎**Photoshop**
∎**Illustrator**
∎**Indesign**
∎**Flash**

∎**HTML5/CSS3**
∎**J-Query**

∎**Attention** to Detail
∎**Time** Management
∎**People** Management
∎**Communication**

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 an 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 voluteer work. Many have also enquired to buy the probs 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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Portfolio http://shawnc619.github.io/

Experience **Projects** Extracurricular

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

.**Consultation**
.**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 soundscap. 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 comunity. 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