

EXPERIENCE

LIVE IN STYLE TODAY INTL, MACAU, CHINA

AUG 2011 – JAN 2012

Technology & Social Media Manager

Live In Style Today is a startup web company specializing in offering luxury lifestyle experiences in Macau and Hong Kong based around daily deals.

- Managed launch project, including creating project plans and documentation
 - Led and managed design and development team of two contract designers in Hong Kong
 - Led user experience testing, bug fixing and feedback from users
 - Used a user email platform (MailChimp) to do A/B testing with newsletter design and subject heading
- Re-designed website experience and workflow by adhering to modern web standards while improving user interaction
 - Created and designed launch page to create awareness, hype and subscriptions
 - Re-developed and designed checkout process and user pages; wrote documentation for user privileges
 - Re-designed logo and added Chinese branding to connect and appeal to local users and market
- Created and developed social media campaign using Facebook & Twitter and various other social media
 - Exponentially grew fan base and used Facebook targeted ads to grow awareness
 - Used Facebook analytics to target primary users in Hong Kong & Macau
 - Designed email newsletter and used MailChimp platform to grow subscriber base
 - Spread awareness of lifestyle, luxury and PR news by leveraging other news sources using newspaper aggregator (Paper.li)
- Designed business to business flyer highlighting business product offers geared towards merchants. Used by sales staff to market to merchants.
- Attached Google Analytics to manage, analyze and track data coming to site
 - Analyzed the flow during the checkout process and make actionable insights to test and measure via Google Analytics

ZIBA DESIGN, PORTLAND, OR

JUN 2010 – MAR 2011

IT Administrator/Analyst

Ziba is a world-class design and consultancy firm of about 200 employees with clients such as Nike & Microsoft

- Managed multiple projects to improve productivity for global design company specializing in product design and branding
 - Provided user experience and user interface expertise for a workflow management solution implementation. Worked with outside vendor and Ziba users to test and implement solution.
 - Selected and implemented recruiting web application solution tailored for Ziba to replace current on-site, Lotus Notes-based recruiting application
 - Enhanced and deployed font server to better suit the needs of designers and the company
 - Aided in company-wide rollout of Apple software and products, including training, implementation and documentation
 - Tested and led project to replace existing e-mail system by setting up virtual systems to simulate real world situations using mail servers such as Kerio Connect, Exchange and Google applications
 - Evaluated and implemented a solution for on-site cloud computing (sharing of files with coworkers, clients and customers). Products evaluated include Sharepoint, Box.net, Dropbox, and PogoPlug.
- Improved cost savings and productivity by suggesting and implementing various Windows and OSX applications.
 - Examples include project management solutions such as Parallels for dual OS systems and Forensit user profile manager for custom, default user accounts.
- Created procedural and process oriented documentation
- Received in-depth training on marketing and branding through various Ziba led workshops including
 - Brand DNA
 - Technology trend forecasting
 - Design thinking vs design making

MUGASHA INC, PORTLAND, OR

JUL 2009 - FEB 2010

Technical Operations

Mugasha is a startup web company specializing in electronic music that caters to a niche community.

- Created specifications for software application that would leverage social networks and create dynamic suggestions for potential users
 - Actively contributing to the Mugasha blog
 - Worked with COO to find new Mugasha marketing campaigns
 - Wrote specifications and created data model to implement new tracking system, using Twitter as a search tool
- Contributed to all IT team meetings concerning user experience and bug reporting
- Updated and created new UX on website by modeling new wireframes, followed by A/B testing
- Used various social media outlets such as Twitter, Facebook to promote and get in touch with artists and users.
 - Collected and analyzed key metrics from different social networks such as Facebook, Twitter and MySpace
 - Created and delivered presentation to technical and marketing leads with the research performed
 - Leveraged Twitter as a way to find and contact DJs, and then successfully added them to Mugasha

EDUCATION

Portland State University, PORTLAND, OR
Bachelors of Science in Business Information Systems

SEPT 2005 - MAR 2010

SKILLS

- Programming (Visual Basic, VBA, SQL, Visio, Rails, Ruby)
- Web Design (FrontPage, Adobe Illustrator, HTML, CSS, Adobe Photoshop)
- Database (Microsoft Access, SQL Server)
- Project Management (Pivotal Tracker, GoPlan, Trello)
- Systems Administration (Windows Server, Active Directory, Mac Server, Mac Administration, Open Directory, Font Server, SharePoint, Microsoft Exchange)
- Expertise in social media marketing & strategy
- Highly proficient in Office programs
- Fluent in English, Conversational in Mandarin, Cantonese and Hindi

PERSONAL

Interests include reading, fitness and sports (basketball and snowboarding), technology and social networking, user experience and user interface, web and mobile applications