



/objective

To utilize my creativity and technical skills in user-centered designs, crossing multiple platforms in communication and entertainment devices.

/experience

Microsoft Corp., Mountain View, CA

Oct 2007–present

User Experience Designer II

Mediaroom:

- Define user experience on Television and video consumption for Windows Phone 7, set-top box, gaming console, and the web.
- Build concepts, wireframes, user interaction flows, and new interaction models (gestures and multi-touch) for new and existing products and features.
- Localize designs for operators.
- Lead in motion graphics, and build conceptual prototypes in After Effects and Flash.
- Develop user scenarios, storyboards, and mockups to communicate design ideas.

Tellme:

- Unified user experience across variety of devices, including the mobile devices on BlackBerry, Windows Phones, and the web.
- Collaborated with designers and researchers to develop design ideas, concepts, and recommended product direction based on design research and functional requirements.
- Implemented and produced work in Flash, CSS and DHTML. Provided detail and complete design specifications. Worked closely with front and back end engineers and QA during implementation and pre-release activities.
- Developed brand center website to provide branding guidelines for external agencies and contractors.

Yahoo! Inc., Sunnyvale, CA

Mar 2005–Oct 2007

Visual Designer

- Audited and defined visual standards and interaction patterns. Best practices were published internally as well as externally at Yahoo! Design Pattern Library. Contributed to Page Grids, Item Pagination, Calendar Picker, Ratings and Reviews etc.
- Developed concepts and executed visual and interaction designs for Yahoo! Personals online dating site. Supported research studies on developing actionable recommendations to enhance the experience for the targeted personas.

Red Herring Inc., Mountain View, CA

Sep 2003–Feb 2005

Web Content Specialist

- Led creative and production efforts in website, monthly PDF newsletters, promotional email, and Red Herring Spring and Fall conference campaigns.
- Worked with Editorial, Illustrator and Marketing on article layout that included banner advertisements and illustration/graphic with specified sizes and file formats.



/experience (cont.)

Wessling Creative, San Francisco, CA

Nov 2000–May 2003
New Media Designer

- Digitally promoted Wessling Creative, Plexus5 and Caducent by designing, programming, testing/QA, and maintaining websites, interactive CDrom, web banners, and promotional emails.
- Designed and programmed in Flash, HTML, DHTML, and CSS for small to medium-sized B2B and B2C websites, targeting SEO and placing websites on search engines to increase websites traffic.

/education

Academy of Art College, San Francisco, CA

Jan 1999–May 2002
B.F.A. in Computer Arts New Media

The One Academy, Bandar Sunway, Malaysia

Jan 1997–Aug 1998
Graphic Design

Taylor's College, Subang Jaya, Malaysia

Jan 1996–Dec 1996
Certificate in South Australian Matriculation in Economy and Accounting

/skill

- Visual and interaction design problem solving
- Quick sketching/storyboarding
- Excellent skills in Photoshop and Illustrator
- Strong skills in Flash and motion graphics
- Documentation, specifications and guidelines
- Competitive design audit

/language

Fluent in English, Mandarin and Cantonese.

/recognition

Bronze ADDY Award – 199 New Montgomery website, 2005

Golden Web Award – Plexus5 website, 2004

Top Branding & Design Consulting Firms – for the Wessling Creative Group by San Francisco Business Times, 2002

HOW Design Magazine – Rose Resnick Lighthouse for the Blind and Visually Impaired website, 2002