

JOHNNY
CAREER
DESIGN
EVIDENCE

PERSONAL CV OF
JOHNNY XU

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CREATIVE DESIGNER / DEVELOPER

PERSONAL DETAILS

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Github	https://github.com/gaga1227

OVERVIEW

Creative Designer/Developer with more than 10 years of experience from digital agency, in-house and corporate environments in both Australia and China.

Talented and passionate about the web, mobile, and overall digital interactive design/development.

An organized perfectionist, with sharp attention to details and ambitions to create world-class works. Greatly interested in working on digital entertainment, commercial campaigns and interactive storytelling with edge technologies.

SKILLS

Creative	Development	Application & Others
Art Direction	Responsive Web Design	UI / UX Design
Digital Design (Web / Mobile)	HTML5 / CSS3 / JavaScript	Wireframing / Storyboarding
Interactive Design	jQuery / jQuery Mobile / Zepto	Information Architecture
Animation	AngularJS	Adobe Creative Suite
Print Design	PhoneGap / PhoneGap Build	Photoshop
Illustration	Bootstrap	Illustrator
Sketching / Drawing	ActionScript 3	Dreamweaver
	Web Accessibility Standards	Flash
		Balsamiq Mockups

EMPLOYMENT HISTORY

Senior Interactive Developer, Digital Designer & Front-end Developer

Fraynetwork Limited (MAY 2011 - Present)

Melbourne, AUSTRALIA

Working on Responsive Web Design, Mobile Web Development, Web App, Hybrid Mobile App, UI Development, CMS Front-end Modules for school communications, religious education and eLearning.

Key Responsibilities

- Leading and establishing technical direction, processes and standards on front-end development;
- Providing guidance and support for all front-end development activities;
- Providing technical support and suggestions on digital design activities;
- Supporting management for sales activities (e.g. estimations, scope refinement)
- Front-end development and digital design for websites and EDMs;
- Design and development for Flash based animations, presentations and learning objects;
- Interaction and UX design with wireframes;

Creative Designer

FinPa New Media (JUL 2005 - MAY 2011)

Melbourne, AUSTRALIA

Worked on web, eLearning and multimedia resources across various industries.

Roles and Responsibilities

- Art direction and multimedia Lead
- Web design, Graphic design, UI design
- Flash design and animation
- Web standards
- Accessibility and usability
- Character design

Senior Designer

ETANG (DEC 2003 - JAN 2005)

Shanghai, CHINA

Worked on marketing campaigns, communications, design and front-end development of etang.com - a major pioneer social media online community in China.

Roles and Responsibilities

- Creating Banner ADs, EDMs
- Web design and front-end development
- Flash design and development
- UI design, character design

Interactive Designer

From-Zero Interactive Solutions (JAN 2003 - SEP 2003)

Shanghai, CHINA

Worked on microsites, websites and digital advertising campaigns for major local and international brands. (Adidas, L'Oréal, Siemens, Toshiba, etc.)

Roles and Responsibilities

- Creating Banner ADs, EDMs
- Flash design and development
- Interaction and animation design
- Web design and front-end development

EDUCATION

Master of Multimedia Design

Monash University (2005 - 2006)

Melbourne, AUSTRALIA

Multimedia Design Theories and Techniques, Digital and Interaction Design,
Business Practice for Multimedia Design

Bachelor of Artistic Design

Shanghai Jiao Tong University (1999 - 2003)

Shanghai, CHINA

Fine Art, Graphic Design, Visual Communication, Visual Identity,
Fundamental Branding and Advertising Theories

Certificate of Animation

Autodesk (2007)

Sydney, AUSTRALIA

A 2-day MasterClass held by Autodesk and Andrew Gordon (Pixar Animation Studios)
on animation design and techniques.

AWARDS

2012 - 16th Annual Webby Awards Official Honouree

Together At One Altar

<http://www.togetheratonealtar.catholic.edu.au>

2006 - NEWWEBPICK (Flash Design and Technology)

Hunt Angels Official Movie Site

INTERESTS & INSPIRATIONS

Art, Design, Movies, Music, Video Games, Storytelling, Web and Technology,
Photography, Food and Cooking

LANGUAGES

English (Fluent), Chinese (Native)

RECOMMENDATIONS

“ Johnny made animated banner ads and graphics for Oodles on a number of occasions. I found him to interpret the briefs with a creative mind set and thereby improving on the original concept. Also very timely and the quality of the finished artwork and graphics were always of high quality.

I recommend Johnny to others seeking creativity, quality and value for money. ”

Steve Sherlock
Founder, Oodles.com

hired Johnny as a Graphic/Web Designer in 2009

“ I have worked with Johnny in the development of educational multimedia products. He is an outstanding designer and has a great ability to translate the client's design requirements and brief into the end design.

I highly recommend him for creative design roles. ”

Rachel Kennedy
The Le@rning Federation

hired Johnny as a Graphic/Web Designer in 2008

“ Johnny Xu's work is excellent. His attention to detail is impeccable. I have always found that whenever I have asked Johnny to create some it is either exactly what I have wanted or only requires small adjustments. That is a true gift and in my experience not prevalent in a lot of graphic designers. Johnny really listens to what you as the client wants - whether inside your own business or as an outside client and creates what you ask for. ”

Jo Harrison
Project Manager, FinPa New Media

managed Johnny from 2006 to 2007

REFEREES

Available upon request.