

Industry experience

- 2010 - Present **Permissioncorp Pty Ltd**
Design Team Manager – Full time
Responsibilities include:
- **Primary duties:** developing designs based on briefs from the Technical Director (from paper mockups to working HTML pages), working with design team members and back-end programmers to implement the latest designs, resolving cross-browser compatibility issues, writing copy for the websites and promotional emails.
 - **Secondary duties:** search engine optimization of selected websites, training and mentoring junior designers, website maintenance.
- 2009 - 2010 **Libcol Ltd (Trading as Cloggs) - UK**
Website Content & Publishing Manager – Full time
Responsibilities included:
- **Primary duties:** managing the publishing team to ensure cloggs.co.uk is kept up to date, working with the Marketing and Buying teams to ensure that the products promoted match our stock profile and meet the needs of the customers and the business simultaneously, project management.
 - **Secondary duties:** design and development of graphics and pages throughout the site; preparing email newsletter campaigns for broadcast for UK & EU operations; liaising with our content management system providers to resolve any website functionality issues.
 - **Achievements: improved the conversion rate** of the .co.uk website by 6% through the use of Google Website Optimiser, assessed and **re-built the publishing team** to meet the needs of the business, reduced the bounce rate and **increased the Google Search Engine Ranking** of selected pages significantly through collaboration with the Marketing team, implemented a new newsletter production schedule which **reduced newsletter production time by 50%**, implemented new time management and project management procedures to **increase team efficiency**.
- 2008 - 2009 **Freelance - UK**
Web Designer – Full time
- 2007 - 2008 **EmailCash Marketing Pty Ltd (Australia)**
Web Designer – Full time
- 2005 - 2007 **Westwick-Farrow Publishing (Australia)**
Graphic Designer/Web Administrator – Full time

Education

2005 - 2007

Diploma of Arts (Graphic Design and Advertising)
Commercial Arts Training College

2000 - 2002

Bachelor of Arts (Media and Communications)
University of New South Wales
Majors: Media and Communications and Chinese Studies

Key skills

Languages

- **English** – first language
- **Cantonese** – basic reading, writing and speaking skills
- **Japanese** – basic reading, writing, and speaking skills

Coding

- Sound knowledge of **XHTML** and **CSS**
- Some experience with **Javascript**, **ASP.NET** and **PHP**

Software

- Experienced in using **Dreamweaver**, **Notepad++** and **PSPad** for coding
- Sound knowledge of **Adobe Creative Suite** for graphic design
- Some experience in using **Flash** and **Director** for multimedia creation
- Some experience in using **Joomla!** for website content management
- Sound knowledge of **Microsoft Office** (Typing speed - **55wpm**)

Interests

Travel

Having lived and worked in Japan and the UK, I am keen to explore and learn more about my country of birth, Australia.

Cooking

I have always enjoyed cooking and I love trying out new recipes. I'm particularly keen to expand my repertoire of Japanese dishes.

References

Available on request.