

**objective**

To create smart design driven by strong concepts and focused on usability and functionality. To work with brilliant and inspiring people. To wow people.

**professional profile**

Senior designer with 10+ years of professional experience in print, web, and mobile environments. Accumulated successes in a wide range of areas including traditional print design, web design and optimization, front end web app development, information architecture, ui design for both web and mobile devices, CRM, and online marketing. Adept at delivering multiple concurrent projects, managing expectations, building trust and aligning goals. Formally recognized for creative talent, and positive attitude and work ethic. Portfolio available at [www.siaea.com](http://www.siaea.com).

**experience**

**Ansible Mobile, New York, NY**  
Lead UI Designer, 2009 - 2010

*An IPG owned Mobile Marketing Agency*

- Lead the design process for digital products from concept to deployment that are data and usability driven and user-centric — including web portals, iPhone apps, and wap sites.
- Responsible for defining and designing iPhone, Android, BlackBerry, and Windows Mobile user experiences and interaction designs.
- Information architecture, information design, interaction design, requirements gathering, wireframes, use case scenarios, process flows, branding, visual design, proof-of-concept prototypes, usability evaluations and testing, and UI development and documentation.

**Vetro Corp, New York, NY**  
Creative Manager, 2003 - 2008

*A Mobile SoftWare Company (now Antenna Software)*

Spearheaded creative marketing initiatives including corporate web site, collateral, events, advertisements, html emails, media kits, packaging, and promotions. Developed user-centered designs for proprietary mobile applications and high security portals.

- Promoted twice from Designer to Senior Designer and finally Creative Manager.
- Reported directly to the Vice President of Global Marketing
- Worked directly with Global 500 partners including Sprint, AT&T, BlackBerry, and Motorola.
- Directed in-house and contracted creative and programming talent.
- Achieved statistically successful and competitive web and print advertising campaigns.
- Generated over 10,000 leads and tracked them in Salesforce.com
- Saved the company \$20,000+ annually by bringing print production inhouse.

**National Audubon Society, New York, NY**  
Web Developer, 2000 - 2003

*A Premier Conservation Organizations*

- Designed, wire framed, coded, tested, and maintained global web site
- Used the latest usability research, and WebTrends analysis to improve site
- Responsible for all front-end coding of web applications

**education**

School of Visual Arts, New York, NY  
BFA in Graphic Design [GPA 3.8]

New York University, New York, NY  
Digital Communication and Media

**recognition**

- Four pieces exhibited at Art Director's Club gallery, 2003
- Entries accepted into Graphis and Type Director's Club, 2003
- Audubon Magazine — National Magazine Award Finalist in the design category, 2002

**skills**

Advanced knowledge of: Adobe Photoshop, Illustrator, Indesign, Imageready, Dreamweaver, Quarkxpress, Wordpress, Salesforce.com, various CMS, css, hml, xhtml coding with tableless CSS layout, php, CRM software, xml, javascript, jquery, mootools, subversion, cvs.

Proficient on both Windows and Mac platforms.

Bilingual: English and Chinese. I'm a ranked foosball player. I get along with programmers.