

Kelvin Chan

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Profile Senior-level designer with 5 years of experience in web design and information architecture. Exposure to art direction in a fast-paced, high-volume corporate Art Department. Knowledgeable in all aspects of web design and development, W3C standards, user experience design, and work flow management.

Qualification Currently working as a Senior Multimedia Designer providing guidance to Junior Designers. Consults on HTML issues with designers and production artists. Strong understanding in User Experience, User Centered Design and Usability Practices.

Professional Experience 2003 - Present Thomson Peterson's
Senior Multimedia Designer

- Provide consultation to production artists in the areas of image optimization techniques, HTML and CSS authoring, and general design principles
- Strategize with web producers, copywriters, market managers, and creative director
- Define site navigation, site scope, user orientation strategies and site content recommendations
- Code templates in accordance with web standards in preparation for site production and backend integration
- Appointed as Peterson's representative to the Thomson Learning Web Council to attend monthly conference calls
- Received company's quarterly employee excellence award

2000 - Present Phuture Design Inc.

Freelance Interactive Designer

- Provide creative services ranging from Web Design and HTML to full website production.

2002 - 2003 Thomson Peterson's

Multimedia Designer

- Help land \$500k deal with American Education Services by creating a fully functional site mock up in a tight deadline for presentation
- Designed and produced various online advertising material
- Designed marketing collateral in accordance with Thomson branding standards
- Received company's quarterly employee excellence award

2001 - 2002 Thomson Peterson's

Design Intern

- Print production, including high res photo retouching, collect files for output, and implement editorial changes on book covers
- Optimized graphics from Photoshop comps
- Resolved cross browser/platform html display issues

Skills

Operating Systems

Mac OS 7.6 - 9.2, OS X (all versions)
Windows 95/98/2000/NT/XP Pro

Software

Adobe (Acrobat, Illustrator, Photoshop, ImageReady, InDesign, GoLive), Quark Xpress, BBEdit, Macromedia (Dreamweaver, HomeSite, Fireworks, Flash-some ActionScript), Apple (iLife, QuickTime Pro), OmniGraffle, Extensis Suitcase, MS (Office, Visio)

Education

5 - 2001

A.A Liberal Arts - Communications (Concentration in Web Design)
Middlesex County College

References

References available upon request
Online portfolio <http://www.karatebug.com/>