

DARREN FENG

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Highlights Qualifications

- More than five years professional of both Mobile and Desktop website design, content management, web technologies, and website maintenance experience
- Experience in developing and maintaining large websites
- Experienced in search engine optimizations through content allocation and management, and keywords distribution
- Expertise in user experience design including conceptual site planning, site architecture building, web navigational design and layout, and design mockup
- Three-year diploma in Marketing and Webmaster Contents Site Design from both Centennial College and Seneca College
- Excellent interpersonal, communication and relationship building skills
- Experience in working with people with diverse professional and ethnic background

Technical Skills

Strong technical working knowledge and experience

Adobe Dreamweaver, Fireworks, Photoshop, Illustrator Premiere, Flash, MS Office (Word, Excel, PowerPoint and Outlook)

Web Languages and Technologies

HTML5, CSS3, JQuery, JQuery Mobile, Javascript, XML, XHTML, RSS, Web 2.0, MySQL, ExpressionEngine(PHP Based CMS), and Multi-platform mobile design and development expertise as well as Proficiency with client-side design and development

Superior skills working with Mac and Windows platforms (Mac OSX 10.6; WindowsXP, Vista and 7), search engine

Extensive knowledge and experiences in compatibility with various web browsers

Internet Explorer 7,8,9, Firefox 3.6,4, Safari 4,5, Google Chrome 11 and Opera 10,11

Project Experiences

- Conduct ongoing site maintenance and content updates using content management system
- Publish and validate website and intranet site codes to ensure accessibility compliance with all functionality
- Repair missing links from website and polish design issues from website contents
- Communicate with and advise Clients' Marketing and Sales Departments while coordinate project progress
- Design the layout of the landing pages, microsite, and e-mail newsletters following closely with client's branding standard
- Create online inquiry forms for various purposes with content management system
- Convert and perform basic video editing/production
- Develop standards compliant code – HTML, XSLT, XHTML, CSS, JavaScript also evaluate and debug code to ensure cross browser compatibility and accessibility
- Work with multiple electronic/digital media file format and print files such as PDF, JPEG, PNG, FLA, AVI, WAV, MP4, MP3, ACC, PSD, HTML, JS, CSS
- Design and create effective digital and email campaigns for client's marketing plan
- Responsible and accountable for the overall clients' satisfactions with search engine marketing achievement against with Client objectives
- Prepare Search Engine Optimization reports and present them to Clients.

Work Experience

Mobile Web Designer and Developer - Currently

- Provide creative services to support JUICE Mobile's customers
- Create compelling mobile experiences including mobile websites, applications and advertising units with an emphasis on rich and robust WAP development
- Ensure proper rendering & performance on all handsets and connected devices while incorporating mobile metrics and analytics for tracking
- Maintenance of internal/external web based branding initiatives
- Coordinate with the sales team, account managers and agency partners to make sure visual design and technical specifications adhere to the requirements, objectives, and time-lines of the programs

- Developing UI and UX designs/templates that will improve the mobile web and marketing experience
- Designing and developing cross-platform standard and rich mobile advertising formats
- Developing, updating and maintaining mobile web sites and applications that are compatible with business requirements across various mobile handsets/platforms
- Working with the professional and client services team to educate client on Canadian mobile market

Portfolios (More projects info available upon request)

Dancer Transition Resource Centre – <http://dtrc.ca>

A national, charitable organization dedicated to helping dancers make career transitions

- Redesigned the website, implemented content management system and online membership services, and ongoing maintenance/support

Have Our Plastic / Zodia Synthetic Paper – <http://hop.ca/hop> and <http://zodia.ca/zodia>

A major Office Supply manufacturer and distributor

– Redesign website layout, implement content management system, manage and strategize online marketing for company's main brand (HOP Inc.) and sub brand (Zodia Synthetic Paper), and ongoing maintenance/support

Blueshift Design and Communication - <http://www.blueshiftdc.com/>

Online Marketing company that serve the urban development vertical; home builders, land developers, construction firms, and industrial-product manufacturers.

- Provide ongoing website maintenance, content management updates and site development with its clients

References and Online Portfolio Available Upon Request