



Josephine Cheung (Jojo)

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## Objective

### I'm a web designer.

But **beyond design**, I love to consider the business side of websites;

- organizing information architecture,
- delving into user experience, and
- exploring ideas using new web technologies and social media.

My **perfect company** would be one that:

- is a leader in what it does,
- pushes innovative uses of the web, and
- has a great team culture.

Eventually, I'd like to move into **focusing on** either:

- User Experience, or
- Project Management

## Skills & Interests

### Technical Skills

HTML & CSS	★ ★ ★	Good
PHP	★ ★ ★	Fair
JavaScript	★ ★ ★	Fair
Photoshop	★ ★ ★	Good
Illustrator	★ ★ ★	Fair
Flash	★ ★ ★	Basic

### Career Interests

Project Management  
 User Experience  
 Information Architecture

### Other Skills

Account Management  
 Project Management

### RANDOM INFO

*Speaks some Cantonese, Mandarin and Thai  
 Lived in Singapore for almost 8 years*

*Learns quickly and likes being detailed  
 Was a very shy and quiet kid, but now not so much*

## Senior Account Executive @ REAP Interactive

JULY 2008 – FEBRUARY 2010

*REAP is the interactive arm of TNBT, an integrated advertising agency offering print, public relations, interactive media, out-of-home media and event management to clients all over Southeast Asia.*

My job scope was a combination of account servicing, project management and production:

- Ongoing management of several clients at a time (both retainer & project-based)
- Research & strategic involvement in pitches for new business
- Proposals of new initiatives and strategies to meet clients' objectives
- Preparation of detailed briefs, project timelines & budgets
- Coordination with the creative & programming teams for day-to-day client requests and projects
- Ad-hoc design & programming to alleviate teammates' workload during busy periods

CLIENTS INCLUDE



## Business Development Executive @ Design Illustrated

JUNE 2007 – JULY 2008

*Design Illustrated was a social enterprise under a local charity, the Student Advisory Centre. I was brought in by a friend to jumpstart this enterprise, offering web and graphic design services.*

This role was a jack-of-all-trades role:

- Sourcing of new projects through networking and marketing initiatives, as well as strategic alliances
- Managing all projects from proposal-stage until completion; including creative presentations, revision discussions, changes in scope of work, etc.
- Web design & programming, from simple websites to eCommerce and custom database-driven websites
- Graphic design, of primarily BTL materials (including FA)
- Interviewing & hiring designers and programmers to expand manpower
- Direct management of two other employees (designer and programmer)
- Administrative & finance duties; making sure the enterprise was earning profits

CLIENTS INCLUDE



# Education

## National University of Singapore

Singapore, July 2002 - July 2006

DEGREE B. Sc. (Honors)  
MAJOR Applied Mathematics  
MINOR Computational Science  
CAP 4.18/5.00  
Dean's List - 1 semester  
2<sup>nd</sup> Class Upper Honors

## Irvington High School

Fremont, CA, July 1998 - June 2002

GPA 3.941 / 4.000  
RANK 3 / 339

# Selected Portfolio Examples



[www.cateringnetwork.com.sg](http://www.cateringnetwork.com.sg)  
Temporarily at [www.potatooo.com/cnpl/main.php](http://www.potatooo.com/cnpl/main.php)



[www.brand5.sg](http://www.brand5.sg)



[www.artkhalytis.com](http://www.artkhalytis.com)

Please visit <http://mashed.potatooo.com> to view my portfolio online.