

JOSEPHINE (JOJO) CHEUNG

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INTRODUCTION

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

ONLINE PORTFOLIO

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

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

EDUCATION

National University of Singapore

Singapore

July 2002 – July 2006

Degree	GPA
Major	Rank
Minor	Computational Science
CAP	4.18/5.00
	Dean's List – 1 semester
	2 nd Class Upper Honors

Irvington High School

Fremont, CA

July 1998 – June 2002

GPA	3.941 / 4.000
Rank	3 / 339

RELEVANT WORK EXPERIENCE

July 2008 – February 2010

Senior Account Executive @ REAP Interactive

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 and 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 and programming to alleviate teammates' workload during busy periods

Clients include: FANCL , AMK Hub, PRUPIM, The Body Shop, Marie France Bodyline, Bella Skincare, Svenson Haircare, EZ-Link, MasterCard, Holiday Inn, Mann+Hummel, Cummins Power Generation

June 2007 – July 2008

Business Development Executive @ Design Illustrated

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: National University Hospital, BNI Premier, Oosters Belgian Brasserie, Catering Network, Pere Ocean, Data Center Specialists, Spa Elements, D'New Image Consultancy, What's Good Apparel, The Village @ Jurong Hill, TriHogz