

## Highlights of Qualifications

- Four years of web design and maintenance, and marketing and sales experience
- Expert in translating abstract technical concepts and terms into simplistic and understandable Information
- Certificate of Webmaster from Seneca College
- Experienced in Expression Engine
- Excellent presentation and communication skills; ability of conducting business in Mandarin and Cantonese
- Extensive knowledge of Web accessibility solutions and W3C standards and guidelines.

## Technical Skills

<b>Design tools:</b>	Adobe Creative Suite CS3 (Photoshop, Dreamweaver and Flash)
<b>Web Technologies:</b>	jQuery, XML and RSS, Web 2.0
<b>Content Management System:</b>	Expression Engine and WordPress
<b>Web Programming languages:</b>	Javascript, Actionscript 2.0 and Ajax, XHTML, DHTML and CSS Cascading Style Sheet
<b>Server Programming languages &amp; Database:</b>	PHP and MySQL
<b>Operating System:</b>	Mac OS X 10.5, Windows XP and Windows Vista
<b>Productivity tools:</b>	Microsoft Office 2007 and iWork '08

## Education and Training

Certificate of Webmaster (Average GPA: 4 out of 4)      Seneca College      April ~ August, 08

- One of the top students in the program  
*"Seriously Darren, keep at it, you're among the most talented students I've had the pleasure of knowing."  
--- Derek Allard, Instructor of Seneca College, Technology Architect, EllisLab, Inc.*
- More than 420 hours of computer lab experience using Design tools and both Server & Client Side Programming languages to plan and construct web sites based on real world live scenarios

Diploma of Business Administration in Marketing      Centennial College      August 03

## Relevant Professional Experience

Free-lancer

January 2008 - Present

### *Project Portfolios:*

#### [Sabetinstallations.com](http://Sabetinstallations.com)

*Designed an informational website for a vacuum dealer to present the company's product selections and contact information in a simplistic and neat manner.*

#### [You-village.com/home](http://You-village.com/home)

*Created a discussion forum and resource exchange platform for Chinese Canadian Social Workers to exchange information and resource. My solution to this issue was to implement an online forum application call PHPBB a forum engine*

#### [Dit2o.com](http://Dit2o.com)

*Designed a trendy and elegant career coaching website for International Skilled Workers by using WordPress to manage the daily posts, and using PHPBB to handle the interaction with it's clients.*

#### [Cupcakesbycojo.com](http://Cupcakesbycojo.com)

*Fun, joyful and colourful are the main themes of this design. Cupcakebycojo.com is created to showcase a variety of baking cupcakes by using a photo gallery approach to present the client's cupcakes*

#### [Fendihairtoronto.com](http://Fendihairtoronto.com)

*Embedded the mixture of hip pop and nightclub atmosphere into the website to echo the fashion sense. Fendihairtoronto.com is a creative hair design website. I created this web site using flash and photo gallery*

### Accomplished Tasks

- Create design prototypes in Photoshop and HTML for client review and approval
- Build Content Management system to allow clients modifying the contents on their home page
- Construct web applications using PHP and Javascripts to meet clients' needs
- Design the overall web framework for client's home page for future expansion
- Conduct user testing to enhance usability user interface
- Make notes and analyze all user testing results
- Implement necessary changes based on user testing results to improve users' experience
- Apply project management and time management skills to conduct each project from start and to the end

## Other Work Experience

Flight Attendant Trainee

Toronto Base, Air Canada

January - February 2008

- Provided superb customer-centered and individualized services

Sales Consultant

Eaton Centre Flagship, Fido Solutions Inc.

Winter 2007

*The Corporate Flagship retail store of Fido Solution Inc.*

- Determined customer needs and recommend the best solutions.

- Built customer relationships by providing prompt and exceptional sales and after sales service.

**Store Supervisor**

**Star Lite Wireless**

**2003 - 2007**

*An authorized retail location of Fido Solution Inc. specialized in personal cellular solution*

- Developed and Maintained Company's corporate web site
- Exceeded sales targets up to 10% by presenting customized solutions to customers

References and Online Portfolio Available Upon Request