

## *work experience*

Director of Interactive Design and Technology | TRNK NYC, New York, NY

2014 July - Present

- Direct the branding and visual design of trnk-nyc.com, an e-commerce home-decor website.
- Oversee aesthetic quality, functionality and usability for cross-platform browser and devices.
- Provide creative strategies on shopping process and user experience with a goal of building an innovative e-commerce environment that engages customers.
- Lead the development of UI/wireframes and web pages while offering technical knowledge and solutions to the team.

### *project*

- TRNK-NYC.COM
- Created the overall look and feel of the website.
  - Designed and built the product detail page and checkout process by applying industry best standards and results from internal A/B testing. Conversion rate increased by 15%.

Senior Interactive Developer | Click3x / ClickFire Media, New York, NY

2012 May - 2014 June

- Developed websites and mobile applications by applying the latest and most suitable technologies with a focus on responsive and adaptive design.
- Collaborated efficiently with creative and production team by providing insights on user-centered design and intelligible development perspective.
- Communicated with the clients on technical feasibility, gave advice and sorted out problems with "can do" attitude and provided prompt responses, resulting in successful deliverables.

### *projects*

- BCA 2013
- Built the front end and part of the back end for the microsite for Breast Cancer Awareness campaign 2013 hosted by Estée Lauder.
- Click3x  
Timesheet
- Facilitated the timesheet fill-in and output process by creating a brand new artist hour system exclusively for Click3X. In charge of UI design and development of both the client side and the CMS.
- Samsung Times  
Square Banner
- Created an animated banner that displayed on the Times Square central billboard to promote the Samsung Galaxy III phone.

Interactive Developer | Click3x / ClickFire Media, New York, NY

2011 May - 2012 May

- Developed websites, Facebook apps, web widgets and banner ads with ActionScript 3.0. Gradually learned and transitioned skill set from Flash base to HTML and JS. Delivered exceptional results leading to a promotion to Senior Developer.

### *projects*

- Bahamas
- Built a visual interactive experience for Bahamas' official tourism website. Helped finalize the project by adding functionalities and enhancing usability.
- Daffy's  
Birthday Candle
- Developed a Facebook app that virtualized a birthday candle on the cake by using built-in microphone to simulate "blow out the candle" action, attracting 4,350+ users to the app.

Interactive Artist | IOMEDIA, New York, NY

2007 Sep - 2011 May

- Executed all aspects of creation for websites and applications including concept development, storyboarding, wireframe prototypes, user interface design and programming.

### *projects*

- PI Diagnosis  
Case Studies
- Designed user and visual interface for the PI Diagnosis website according to the concept and the branding, got selected among the submitted pitches.

## *technical skills*

**Front End** | HTML5, CSS3, JS, ActionScript 3.0

**Back End** | PHP frameworks, MySQL, Wordpress, WooCommerce

**Creative Tool** | Photoshop, Illustrator, After Effects, InDesign, Sketch

**Mobile** | AIR, Phonegap (IOS/Android)

**Rich Media** | DoubleClick, MediaMind, PointRoll

## *language skills*

Fluent in English and Mandarin.

## *education*

2005 - 2007 Savannah College of Art and Design, Savannah, GA  
**Master of Fine Arts** | Interactive Design and Game Development

1999 - 2003 Tunghai University, Taichung, Taiwan  
**Bachelor of Arts** | Foreign Languages and Literature Department

## *honors and awards*

2014 **Awwwards.com** | Mili Kuo Portfolio - Honorable Mention  
**One Page Love** | Mili Kuo Portfolio - Featured

2011 **creativity.com** | Daffy's Birthday Candle Facebook App - Featured

2007 **Entelechy** | Interactive Student Showcase | Portfolio 2007 - Best Portfolio  
**Digital Art Show** | Dreams - Selected