GINGER WONG   gingervitis@gmail.com
                                                         925.518.4797

OBJECTIVE

To seek a position in a challenging and dynamic environment where I can take an actively leading and hands-on role in creative website and web application projects.

SUMMARY

* Over 12 years of experience in complete web design and development using HTML, CSS, Javascript, and Photoshop
* With extensive experience in both the graphic and coding sides of web development, I can effectively optimize, problem-solve, and communicate frontend requirements between design, engineering and management teams.
* Over 5 years of experience with server-side development using PHP and mySQL
* Over 8 years of experience in the creative and engineering sides of online marketing
* Avid self-starter with numerous independent projects for learning new technologies or making processes more efficient
* Web portfolio at http://www.studiogin.com/web/

EMPLOYMENT EXPERIENCE

Yahoo! Inc., Sunnyvale, CA
Front Page Ads Web Developer, Jan 2005 – present
Below are a few of my major responsibilities at Yahoo!.

*** Front Page Advertising (2005-present) – www.yahoo.com**
Rich Ads: I was responsible for the execution of over $20M worth of rich advertising per year on the front page of Yahoo!, one of the most trafficked websites in the world. I worked closely with Flash developers and Campaign Managers on each campaign to ensure the successful delivery of the ads for our high profile clients, and provided 24-hour support during their scheduled run. Our rich ads were built with Javascript, CSS, and Actionscript.

Web Apps: I designed and built internal tools with PHP/mySQL to support many day-to-day process of the Front Page ads team.

Consultation & Support: I consulted Campaign Managers and clients to solve challenging special ad requests. I also provided creative and technical expertise to troubleshoot ads issues, such as editing a visual design layout, or resolving third-party server problems. Additionally I built numerous functional mocks to prototype new ad product ideas.

*** Login Page Advertising (2010-present) – login.yahoo.com**
I worked with the Yahoo! Registration team to design the Login Ads' execution processes and advertising specs to meet their secure requirements. Because of their unique large wallpaper design, I had to determine the most optimal and templatizable code for both the static and interactive versions of these ads, then package and distribute them to international Yahoo! marketing teams. Since their inception, Login Ads have generated over $20M in revenue per year, for the U.S. alone.

*** Yahoo! Mail Send/Confirm Page Advertising (2011)***
Due to the success of the Login Ads, I was brought in to work with the Yahoo! Mail team to architect the new wallpaper ad product for their Send/Confirm page. Once I determined how the ad would get served to the page, I was able to design the HTML/CSS template for this ad to be distributed to various ad groups.

*** Everything & World Yahoo! (2008-2011) – everything.yahoo.com***
I developed the 2008 Everything site (Yahoo!'s directory of properties), by taking the graphic designer's layout and building a scalable page using a combination of HTML, JSON and PHP. I also designed and developed an Admin system for project managers all across Yahoo! to manage the content of this site and over 30 international versions of the site.

*** Event pages (2007-2010) – events.yahoo.com***
I provided the sole frontend development for Yahoo!'s holiday micro-sites, by taking our designers' Photoshop files and generating cross-browser compatible pages using HTML, CSS, Javascript and PHP. As the page designs became more and more templatized I created a simple, non-database content management system for the designers to upload copy and link content into the pages without requiring any frontend code updates.

Netblue (formerly YF Direct), Mountain View, CA
Sr. Web Designer, Aug 2003 - Dec 2004
* Coordinated with Sales and Engineering teams to design and develop direct-selling and promotional websites for company's new initiatives. Developed websites using HTML and Javascript. Engineered sites into company's backend using JSTL and JSP.
* Designed online marketing creatives such as banners, pop-unders, and emails
* Gained valuable understanding of creating online advertising concepts, working with advertising affiliates, and optimizing user response rates
* Managed offers/products database for promotional sites

Ivy eShipment, Inc., Fremont, CA
IT Manager, Apr 2002 - Jul 2002
* From scratch, designed the framework for Ivy's online tracking, listing, and eDocumentation platform, using ASP and SQL server in a Windows 2000 environment
* Designed and developed Ivy's informational website

GE Power Systems, San Francisco, CA
UI Developer, Nov 2001 - Feb 2002 (Contract)
* Front-end developer for GE's PartsEdge e-commerce website
* Developed JSP pages to existing UI and functional specifications using DHTML and Javascript

Exodus Communications, Inc., Santa Clara, CA
Consultant, Jun 2000 - Sep 2001
* Worked with clients and project leads to assess needs and requirements for client web-based applications
* Developed applications using ASP and SQL Server or JSP back-end
* Created graphical mockups for website front-end, and developed templates using HTML, DHTML, Javascript, XML
* Created applications and product demo movies using Flash and Actionscript

Livinglinks Health Media, Berkeley, CA
Webmaster, May 1998 - Sep 2002
* Completely redesigned UI of website, using DHTML and Javascript
* Implemented Perl-based shopping cart application into website to sell health products online
* Maintained website by adding new products or designing new informational sections
* Created promotional materials for bookstore

Cohesive Technology Solutions, Menlo Park, CA
Graphic Design Intern, Jun 1999 - Aug 1999
* Developed graphical mockups, user interface layouts, HTML and Javascript templates for client websites and web applications

PERSONAL ACHIEVMENTS

Old Master Q Comics (www.oldmasterq.com)
OMQshop (www.omqshop.com)
Sole Proprietor & Developer, Mar 1999 - Current
* Created an online presence for my grandfather's famous Chinese comic strip
* Created an online storefront to sell t-shirts that I designed for the strip, as well as merchandise that I purchased from the publishers overseas.
* Designed and developed all content and code both websites using HTML, JavaScript, and PHP
* Developed admin interfaces for both sites to manage content

studioGIN (www.studiogin.com)
Web Developer & Photographer
2007-current
* I started my own company, contracting various front-end web design and development projects involving graphic design, HTML/CSS/Javascript, Flash and PHP.
* studioGIN also provides professional photography services specializing in child portraits, and engagement and wedding events.

SKILLS
* Scripting Languages: DHTML, CSS, Javascript, Actionscript, PHP, MySQL. Some experience with CSS3, YUI, jQuery, and front end development for Tablet devices
* Graphics Programs: Adobe Photoshop, Adobe Flash
* Misc: Ultimate Frisbee, Photography, Foosball, fluent in Mandarin Chinese

EDUCATION
University of California at Berkeley, Aug 1996 - Dec 2000
B.A. in Molecular and Cell Biology w/emphasis in Neurobiology

A portfolio of some of my work may be viewed at:
http://www.studiogin.com/web/