Angela Chen

EXPERIENCE

NYC COMPTROLLER | SENIOR WEB DESIGNER & WEB DEVELOPER, DEC 14 - PRESENT

- Create new public-facing websites targeted for the Comptroller's initiatives including Take it to the Bank and the Red Tape Commission.
- Design the interface, look and feel and develop the front-end for internal office-wide applications for multiple bureaus within the Comptroller's office using HTML, CSS, JS and PHP.
- Confer with top level supervisory and executive personnel to develop presentations.
- Review reports and create infographics that are utilized in the Comptroller's press conferences, news articles and social media.
- Design posters and other multilingual printed materials for the Comptroller's special events such as city parades and cultural celebrations.
- Format data intensive reports and illustrate graphs and charts.
- Train staff on best practices and new technologies

DATADOG | WEB DESIGNER & DEVELOPER, APR 14 - NOV 14

- Main point of contact for all design and development related tasks for the Marketing department.
- Built custom templates in WordPress with PHP and various plugins. Authors are able to easily add content for press releases and landing pages without having to use any code.
- Analyzed competitor sites to restructure the sign up form. Convert sign up form into a popup overlay and implemented inline validation with third-party plugins and jQuery.
- Conducted and monitored A/B experiment to increase conversion rates. New experiment performed 65% better than the original after 2 weeks of testing.
- Designed and rendered the event space for a 20'x20' booth to be held at the AWS re:Invent tradeshow. Created all marketing materials, landing pages and email blasts for the event.
- Managed and troubleshooted WordPress theme and plugins.
- Collaborated with a team of developers using Git for version control.
- Oversaw interns by helping with creative direction and teaching the basics of coding.

ANGELA CHEN DESIGN | DESIGN/DEVELOPMENT CONSULTANT, AUG 09 - PRESENT

- Ongoing designer and developer for freelance and personal projects in addition to full-time work.
- Provide a wide range of services including websites, mobile app interfaces, logos, infographics, illustration and print materials. Clients include mainly small businesses and startups.
- Hand-code the front-end for websites using HTML, CSS and jQuery. Develop in WordPress to allow easy content management for the client.
- Consult with clients and back-end developers to figure out the best user-experience for websites.

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EXPERIENCE (CONT'D)

IOMEDIA | SENIOR GRAPHIC DESIGNER, APR 12 - MAR 14

- Worked with the art director to produce websites, apps and print materials for various pharmaceutical brands. Accounts included *Genentech, BioPharma Solutions (BPS), Vanda, Afinitor* and *GE.*
- Developed print and digital pieces for the *BPS* account. Digital projects included a Virtual Tour iPad app and a multi-page interactive PDF form. Print projects included designing convention panels and print ads.
- Collaborated with web developers on the *GE* account to resolve technical and design conflicts across three different formats of the website (desktop, tablet and touchscreen TV).
- Created thorough style guides for *Genentech* to ensure consistency across all platforms for print and digital.
- Illustrated infographics and icons to visualize medical data and explain out-of-pocket costs.

GAMEPUB | WEB DESIGNER & DEVELOPER, JUN 11 - MAR 12

- Designed and developed *gamepub.com* to provide information for advertisers and game developers. Styled the layouts and built the site from scratch using HTML, CSS, jQuery, Google charts and maps.
- Updated *gamegecko.com* with a new style and recoded entire site to a tableless layout.
- Designed the logo and website for *gurlz.com* and built the site using the internal CMS platform.
- Developed iPhone and iPad compatible game sites using CSS3.

KICKAPPS | JUNIOR WEB DESIGNER & DEVELOPER, AUG 09 - JUN 11

- Developed online community websites for clients by customizing the KickApps platform with CSS and jQuery. Clients included *BET, Food & Wine, History Channel, Mazda* and *Washington Redskins*.
- Designed FaceBook pages and contest promotions using style guides from the client's existing website.
- Worked with senior web developer to stylize a commenting module for multiple clients.
- Stylized widgets for video players and RSS feeds.

LIME LABS | WEB DESIGN INTERN, JAN 09 - JUL 09

- Designed and developed invitation websites for the open-source code sharing community.
- Styled web applications with CSS, color, typography and graphics.
- Drafted concepts for the LimeBits team business cards.

HBO | GRAPHIC DESIGN INTERN, FEB 07 - MAY 08

- Created in-house catalogs, newsletters, print ads, posters, and PowerPoint presentations featuring HBO merchandise.
- Illustrated graphics for several new products and redesigned the paper shopping bag for the HBO Shop.
- Designed signage and window display concepts for special events at the HBO Shop. Events included a large scale illustration for Valentine's Day and the initial concept rendering for the *Sex and the City* holiday display.
- Participated in an Intern Team Project and presented our *Flight of the Conchords* marketing campaign to over 20 HBO executives.

Angela Chen

SKILLS

DESIGN | 10+ YEARS

- **Photoshop** - Web Mockups, Print Graphics, Photo Retouching, Slicing, Automate, Layer Comps
- **Illustrator** - Infographics, Iconography, Illustrations, Logos
- **InDesign** - Newsletters, Print Ads, Interactive Forms, Presentations, Style Guides, Catalogs

FRONT-END DEVELOPMENT | 7+ YEARS

- **HTML/CSS** - Cross-Browser Compatibility, CSS3 Transitions, Responsive Design, Emails
- **jQuery/JS** - DOM Manipulation, Effects
- **WordPress/PHP** - Theme Development, Custom Loops and Post Types
- **GIT/Bitbucket/TFS** - Create and Clone Repositories, Branching and Merging

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY | GRAPHIC DESIGN BFA, MAY 09