

mattyu

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EDUCATION

- York University & Sheridan Institute* · Toronto & Oakville. 2003–2007
- Four-year Honors Bachelor of Design

WORK EXPERIENCE

- Freelance* · New York · June 2008–present
 - Visual identity and promotional system for Sterling Green, a local sustainable condo project; Nam Kee, a Canadian property management company. Designed, co-developed and co-planned Purpool, a social carpooling website focusing on workplace networks and Arcade44, an online videozine.
- Turf* · New York · March 2008–present
 - Freelance Designer-Developer. Flash programming and motion design for CNN. Web banners for Weleda USA.
- Tsang Seymour* · New York · November 2008–August 2009
 - Designer. Worked on exhibition design, web design, book design with Cooper Hewitt National Design Museum, Neue Galerie, Solomon R. Guggenheim Museum, Skira/Rizzoli.
- Studio Kudos* · New York · September 2008–November 2008
 - Freelance Designer-Developer. Web design and development for a marketing blog a portfolio website.
- Pentagram* · New York · October–March 2008
 - Freelance Designer-Developer. Involved in designing and programming touch-screen kiosk applications for a museum exhibit.
 - Intern. Involved in designing signage and wayfinding systems, brochures, Flash design.
- Whitespace Integrated Design* · Brooklyn · May–September 2006, July–September 2007
 - Freelance Designer. Involved in designing for The Committee of 100, Chinatown Service Center, The Friends of Dunhuang, China AIDS Initiative; book, poster, invitation, brochure, Flash and web design.
- The Movement* · Toronto · May–July 2007
 - Freelance Designer. Designed promotional collateral for traffic solutions company, Flash microsite for dessert company, E-commerce site for telephony company.
- Pure + Applied* · New York · June–September 2006
 - Intern. Involved in book design, identity design, and exhibition design.

TECHNICAL ABILITIES

- Expert control of Adobe Creative Suite, Quark Xpress.
- Proficient in web design, including Flash coding and animation, Actionscript, HTML, CSS, XML frameworks, Wordpress. Experience with PHP, JavaScript.
- Experience with motion graphics, video, animation, web banner design, After Effects.
- Expertise in sound design, audio editing, recording and production software.

AWARDS & MERITS

- *Almanac of Asia-Pacific Design II* (Sandu Cultural Media Co., 2007) · Works published
- Professional Certificate of Digital Design · York University
- Adobe Design Achievement Awards 2007 · Semifinalist
- RGD Ontario Student Awards 2007 · Honorable Mention
- Goldfarb Centre Annual Design Exhibition · 2003–2006 · Works displayed

STRENGTHS & INTERESTS

- Fresh, creative ideas, drawing from an inquisitive outlook and an inspired lifestyle.
- Efficient and eager to learn. Works well under pressure, individually and collectively.
- Founder and co-editor of international design blog somethingXY.com
- Avid musician, music lover, concert goer.
- Movies and books I never got round to reading, urban soundscapes, food cravings, spirited conversations.