

# Timothy Su

**Web Designer.**

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## **Profile**

Extreme passion for the Internet, attention to detail, excels with met with new challenges.

Love for new ideas, bringing them to life and seeing them work magic on people. An advocate for an Open Web based on standards, believes in being a socially responsible designer who works with best practices in implementation of design and code.

## **Skills**

- \* Lives by **design principles** such as typography, color & layout.  
Design is more than just a coat of paint.
- \* Understanding of the **Internet** as a **medium**, the possibilities & also the constraints.
- \* Thrives in a **Mac** based environment, but can work in a **PC**-based environment too.
- \* Trained & well versed in industry standard **software**. (Photoshop, Illustrator & Flash.)
- \* Produces clean & semantically correct **HTML/CSS** for the Web in a text editor.
- \* Professes an understanding of **Flash/Actionscript** to bring ideas to life.
- \* Receptive, keen and fast **learner**.

## **Education**

Diploma in Interactive Media Design. Temasek Design School, Singapore.

## **Awards**

Director's List - AY2008/2009

## **School Activities**

**Publicity Head**, Design School Student Council (2010 - Present)

I run a team that makes sure school activities and events are well publicized. We do this in the form of posters, viral word-of-mouth methods, as well as leveraging social media. Being in this role enables me to experiment with various forms of advertising and its results to help me better my skills as a designer.

## **Experience**

### **Founder - Technical Admin**, HMOtaku.net (2003 - 2005)

- \* Started this project at the age of 14 with five other like-minded individuals.
- \* Responsible for server administration, web programming, and web design.
- \* At its peak, the site handled 250k visitors weekly.
- \* It was profitable within 3 months of its inception, having been in the pilot program of Google's AdSense platform.

### **Branding, Usability and User Interface Advisor, Webmaster**, uTorrent (2005 - 2007)

uTorrent is a BitTorrent client. BitTorrent is a popular internet protocol for easy transfer of large files in a decentralized manner. I worked with Ludvig (the genius behind the project) during the project's very early days and was in charge of branding- logo, typography and color, design and layout of the website, also tested and offered counsel for various usability and user interface issues within the program as it was being developed.

### **Art Director "Pixel Pusher"**, MindValley (2007)

MindValley is a small startup that operates several large online businesses through partnerships with clients with existing companies which need an online presence. During my time there, I was responsible for branding and designing the identity of several of these businesses and as well as creating designs of user interfaces for their online-based products plus implementing them to code. I worked extensively with the development team to ensure both frontend and backend systems worked flawlessly together.

### **Freelance Web Designer**, Self Employed (2005 - Present)

Received and worked on several projects in sizes from minuscule to large on a freelance, contract basis. Projects range from implementing designs to web based code, redesigns of preexisting websites, development of e-commerce ventures, et cetera.

## **References**

Available on request.