

PJ TAN

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KEY IT SKILLS

- Front-End Programming skills
 - **HTML 4**
 - **CSS 2**
 - **JavaScript**
 - **Jquery / AJAX**
- Back-End Programming Skills
 - **PHP 4**
 - **MySQL**
 - **Actionscript 2**
 - **XSLT**
 - **XML**
- CMS system
 - **Sitekit**
 - **ASP**
- Design
 - **Accessibility (DDA)**
 - **W3C standards**
 - **Wireframe**
 - **Cross browsers**
 - **User Interface Design**
 - **Human Computer Interaction**
- Web Analytics
 - **Google analytics**
 - **Awstats**
- Email / Advertisement Campaign
 - **smartFOCUS**
 - **24.7 Real Media**
- SEO Search Engine Optimization
- Video
 - **Cubase SX**
 - **Window Movie Maker**
 - **Adobe After Effects**
 - **Adobe Flash Video Encoder**

SOFTWARE APPLICATIONS

- Microsoft Office
- Adobe CS3 – CS5 Products
 - **Flash**
 - **Dreamweaver**
 - **Photoshop**
 - **After Effects**
 - **Acrobat Reader**
- FTP clients
 - **FlashFXP**
 - **CuteFTP**

WORK EXPERIENCE

Digital Developer

Date: 2007 – Present
Company: Taylist Media (former DMG World Media)
Industry: Media and Publishing
Report to: Head of Design

Working in a fast and busy environment together with the marketing and sales team on multiple high-traffic magazine websites such as [Kitchens, Bedrooms and Bathrooms](#), [kbbreview](#) and [ERTonline](#).

DAILY WORK

- **Website** maintenance | Update | Development | Testing
- **Email** template design | Develop | Campaign
- **Advertisement** design | Develop | Campaign | Report
- **Web stat** analysis | Report
- **IT** support | System backup

DEVELOPMENT

- **Design** – Adapting from the Art Director's branding design and turn the idea into useable web design.
- **Develop** – Following W3C and accessibilities rules to code the website in Dreamweaver. Then apply the code in our CMS system for simple use for editorials.
- **Maintain** – Regular updates of content and checkups.
- **Email campaign** – Emails are sent regular to databases for marketing and promotions.
- **Advertisement Campaign** – Creating Banners, Skyscrapers, MPU for in-house and clients.
e.g. MPU for Sony <http://kamiconline.com/public/MPU.html>

RECENT PROJECTS

- **kbbreview Industry Awards 2011**
<http://www.kbbreview.com/kbbreview-kitchen-conference-2010.htm>
Skills: HTML | CSS | CMS | Photoshop | Flash
- **KBB Space**
<http://www.kbbpace.co.uk>
Skills: HTML | CSS | CMS | Photoshop

APPLICATION DEVELOPMENT

- **Flash Photo Album**
<http://www.kamiconline.com/holidays/>
Skills: Flash CS3 + XML | Actionscript 2 | Adobe Photoshop CS3
A research based project to develop a photo album to showcase photos of places I had been. Using Flash for the animation, and Actionscript 2 to retrieve photo information from XML.
- **Directory**
<http://www.kamiconline.com/music/>
Skills: HTML | CSS | PHP + MySQL | jQuery | JavaScript
A directory built for Taylist Media, intending to hold a database of companies' information.

A purely self taught and research based application. The application has a build in A – Z, category, detail page, build-in Google map and search function.

A backend CMS is created for the administrator to add/edit/delete companies, as well as setting the dates of the companies displaying online. The forms are compiled with **jQuery** and **JavaScript**, allowing instant respond of the incorrect fields.

An export database data to CSV function is also built when data are needed for emailing or backup purposes.
- **Customised RSS feeds**
<http://kbbreview.com/latestnews.html>
Skills: XSLT | XML | RSS
Building a customised news page with XSLT and XML to retrieve data from selected RSS news feed.

Other work

- **Alexandra Handal [PhD Artist]**
<http://alexandrahandal.org/>
Skills: Photoshop CS3 | Flash CS3 | After Effects CS4 | Actionscript 2
- **Boris Gerrets [Dutch TV Director]**
<http://www.borisgerrets.org/>
Skills: HTML | CSS | PHP | Adobe Photoshop CS3 | Flash CS3 | After Effects CS4

All sites follow **W3C standards** closely by testing on various browsers and via w3.org validation.

EMPLOYABLE SKILLS

Research

- HTML 5
- CSS 3
- PHP5

Language Skills

- English
- Chinese (Cantonese and Mandarin)

Personal Skills

- Typing speed approximate of 75wpm.
 - Ability to multitask and handle pressures.
 - Ability to problem-solve and to prioritize tasks.
 - Keen to learn, possesses high energy, a positive attitude, and a great work ethic.
 - A strong team player as well as being able to work independently.
 - Adaptable, reliable, and detail-oriented.
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EDUCATION

2003 – 2007 **University of Westminster**
BSc (Hons) Multimedia Computing Obtained **2:1**

Final Year Project: *Travel Agent Website with an Online Booking System.*
System built in **PHP** with **Oracle**. The web site enables visitor to view and search available excursions and make bookings.

INTEREST/ACTIVITIES

- Travelling + Exploring
- Current trends + designs
- Gadgets + Technologies
- Badminton
- Concert + Gigs
- Composing music

References available on request.