

Summary

Reliable, down-to-earth hard-worker with a good sense of humour and 11 years of experience in web development, advertising, copywriting, graphic design and pre-press preparation. A talent for analysing problems, developing and simplifying procedures, and finding innovative solutions. Proven ability to motivate and work effectively with persons from other cultures and all walks of life.

Experience

FUEL

Book Author

Petaling Jaya, Selangor

Jun 2009-Present

In June of 2009, I decided to take a year off to write Fuel, a fiction novel about a man who lives a life driven by passion. This book has been published and is now sold worldwide. Since its launch, Fuel has received wide acclaim and has been recommended as reading at institutes of higher learning.

Amphibia Digital

Creative Director

Kelana Jaya, Selangor

Feb 2007-Jun 2009

Alongside driving the company's creative initiatives, I was in-charge of internal operations, new business acquisition, resource recruitment and personnel development. Also played a key role in fostering solid relationships between Amphibia Digital's development team and key clients.

Key contributions

- Managed the online development of 13 websites for YTL Luxury Hotels and Resorts.
- Oversaw the web site maintenance, development and growth of the world's largest Islamic bank, Al Rajhi Bank.
- Oversaw a team of developers and designers on the implementation of a mix of websites, flash games, online marketing campaigns and traditional media. Clients I've worked with include DIGI, The IRIS corporation, Ford Ranger, The Unity Band, YTL, Adoi Magazine, Bloomingdale Advertising, Mines Resort, Subang SkyPark, VR1, Qualitas, CareerXcell, BonusLink, Marlboro, INTI College, RealMart, Intel, Harbor Point Lending, The Truly Loving Company, AMP Radio, Astro and Asian Heritage Row.
- Undertook the copywriting of strategic communication pieces for YTL, Al Rajhi Bank, Adoi Magazine and Real Mart.
- Collaborated with Nuffnang, Malaysia's largest blogging network, on a successful online contest for RealMart.

Experience

Miller Bainbridge Advertising
*Interactive Lead*Clerkenwell, London
Oct 2005-Feb 2007

Oversaw the development and deployment of all things interactive at Miller Bainbridge whose clients included Toyota, eBay, Which?, NatWest, Royal Bank of Scotland and Travis Perkins.

Key contributions

- Produced Flash microsites, animated banners and digital assets for Toyota's RAV4, Avensis, Prius, AYGO, Land Cruiser, Auris, Yaris, Verso and Corolla models.
- Developed activation and retention email communications for eBay.
- Was one of a two-member team in-charge of a leading energy-switching web site operated by the country's largest consumer group, Which?. Once on board, I automated the daily file transfer system, streamlined the energy price updating process, put in place a wide array of calculation accuracy checks and generated performance reports on a daily basis. Voted by the Guardian as the most accurate energy switching site in the UK, we grew the customer base by 800%, and generated up to £8000 worth of revenue daily.
- Developed a company extranet that enabled users within the building to easily showcase artwork to clients via the internet using a drag and drop file system. Passworded entry, email triggers and artwork archival were all seamlessly implemented into the system.

eSpares Ltd.
*Web Developer*Chelsea, London
Feb 2005-June 2005

Was in-charge of the maintenance and development of all web sites for e-Spares, UK's largest online supplier of electrical spare parts and accessories. As one of UK's fastest growing e-tailers, eSpares had forged online partnerships with leading retailers in the country.

Key contributions

- Managed web sites for all of eSpares partners, which at the time included some of the country's largest retailers Argos, Empire Direct, Unbeatable and Comet.
- Launched all of eSpares new affiliate programs.
- Involved in initiative to move eSpares onto a relational database from it's current flat file system. Oversaw the implementation of the necessary applications to support this new structure.
- Implemented Search Engine Optimisation across all eSpares website. Was successful in moving eSpares into the top spot within its search category.

Experience

NewRoads Inc.*Web & Graphic Designer / Web Developer*Los Angeles, California
Apr 1999-Jan 2005

Exclusively in-charge of all web development and in-house creative for a leading fulfillment service corporation. Job responsibilities cover web site design and programming, online positioning strategy, search engine optimization, company-wide development of advertising across all mediums and web content management.

Key contributions

- Successful development and implementation of over 40 web sites. Clients included AT&T, Warner Bros, Nvidia, Weird Al Yankovic, Franklin Mint, KCET, Peter Benchley's Amazon television series, IMAX, Wildbrain Animation Studio, Artisan Entertainment, Guthy Renker, The Bun & Thigh Rocker System, Ready To Rumble, Best Direct, Disney, Cartoon Network, The Cheesecake Factory and FOX Kids.
- In charge of the design and copywriting of all online, outdoor and print advertising for NewRoads' Western Division.
- Built the Bun & Thigh Rocker System web site from the ground up. Achieved online sales of US\$4.3 million within a year.
- Key role player in making the RevoStyler hair brush the 2002 Infomercial Product of the Year by the Electronic Retailing Association. First year online sales was US\$2.2 million.
- With less than half a day's notice, created a charity fund for the New York Fire Department that brought in US\$160,000/hr the next morning.
- Pushed the publication, A Company of Stars, to the top of its category across major search engines, AOL, Lycos, Yahoo and Alta Vista, at zero cost.
- Developed intranets for Adobe, FOX Sports, FOX Prime Time, Wild Brain, 3DFX and the NewRoads Corporation.
- Coordinated database back up procedures for the NewRoads intranet.

The Barali Group*Graphic Designer*San Diego, California
Aug 1998- Apr 1999

Responsible for design and production of print, outdoor and online materials for a full-service advertising agency.

Key contributions

- Clients included SDElectricians, Cohn Restaurant Group, The David Binn Foundation and Go To Market
- Developed advertising campaigns for up and coming businesses in the San Diego Area
- Active participation in new business sales pitches

Education

University of Missouri-Columbia, School of Journalism <i>Bachelor of Journalism in Advertising</i> Dean's List: Four Semesters CGPA: 3.4	Columbia, Missouri Aug 1995-May 1998
Los Angeles Valley College, School of Computer Science Completed courses in C++, Access Databases, Networking, Server-Side Programming and Linux Administration.	Valley Glen, California Aug 2001-Dec 2003
INTI College <i>American University Program</i> Dean's List: Three Semesters CGPA: 3.8	Subang Jaya, Selangor Jun 1994-Jul 1995
Taylor's College <i>Cambridge A Levels</i> General Paper (A), Sociology (B), Economics (B), Accounting (C)	Subang Jaya, Selangor Jan 1993-Jun 1994

Technical Proficiencies

Platforms

Mac OS, Windows NT/2000/XP, Linux (Red Hat, Debian, Mandrake).

Databases

Access, MySQL, postGresSQL, Informix.

Languages

HTML, PHP, MySQL, postGresSQL, ActionScript, VBScript, C++, Java Script, AJAX, XML, CSS.

Tools

Macromedia Flash, Macromedia Fireworks, Macromedia Dreamweaver, Adobe Illustrator, Adobe Photoshop, Microsoft Powerpoint, Excel, Visio, Quark XPress, Adobe Streamline, Adobe Acrobat Writer, GifBuilder, Microsoft Access, SketchUp, Crystal Reports, VI.

Civic & Community Service

StART Society <i>Teacher/Volunteer</i>	Petaling Jaya, Selangor Aug 2009 - Present
Big Brother, Big Sister Program of Los Angeles <i>Mentor</i>	Los Angeles, California 2002-Present
Free Arts for Abused Children <i>Volunteer</i>	Los Angeles, California 2001-2004

Clubs & Associations

Malaysian Mensa Society <i>Member</i>	2010 - Present
Advertising Association of Missouri <i>Member</i>	1996-1998
Advertising Club (University of Missouri-Columbia) <i>New Media Director (1997-1998)</i>	1996-1998
Bahai Club (University of Missouri-Columbia) <i>Member</i>	1996-1998
English Society (Inti College) <i>Member</i>	1994
Editorial Board (Inti College) <i>Editor</i>	1994
Toastmasters of Malaysia <i>Member</i>	1993
Chess Club (Sultan Abdul Samad) <i>President (1990-1992)</i>	1987 to 1992
Christian Fellowship (Sultan Abdul Samad) <i>Member</i>	1987 to 1992
Photography Club (Sultan Abdul Samad) <i>Darkroom Director (1991-1992)</i>	1989 to 1992

Personal Interests

Avid tennis player. Also deeply enjoy playing basketball, badminton, table tennis, volleyball, football (American and International). Struggling but resilient golfer.

Unquenchable passion for the culinary arts.

Both a writer and a cult follower of urban poetry.

Avid photographer and have clocked thousands of hours in the darkroom. Possess a particular interest in street photography, and trained under Oliver Schuchard, Ansel Adam's prodigy.

Former chess player at the national level. Retired at age 15 but interest has not dampened. Returned to competition in 1997 to win the University of Missouri chess championship and am contemplating a comeback later in life.

Obtain huge pleasure and solitude from playing a varied selection of musical instruments, namely the piano, guitar and drums.

Enjoy gaining new insights in all areas, partly through books, podcasts and television, but mostly from personal experiences and social interaction with every level of life's colourful people.

To enjoy a successful career driven by passion; where work does not seem like work, and where the people I am surrounded with feel the same way.

To leave a positive footprint on the planet and those around me.

To never lose sight of my priorities in life.

Contact Details

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