

Cathleen Audrey Tseng

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I am

A **web expert** fluent in the languages of the web, I'm well-versed in standard compliant **HTML, CSS, Javascript, and Actionscript**. I can even do a little **JAVA** and **Grails**. **Web design** is a cinch for me, and I've had quite a bit of **e-marketing** experience. **Photoshop, Illustrator, Flash, Final Cut Pro, InDesign, Dreamweaver, After Effects, DVD Studio Pro, and ProTools** are among my extensive technical skill set. Oh, and I do **translation** work between Mandarin Chinese and English, too.

Experience

Sunnykilogram.com, New York, NY Owner/Web Director	April 2010 - Present
<ul style="list-style-type: none">• Handle design, front-end development, and resource management• Clients include About.com, UGO.com, PocketChange.com, Ogilvy CommonHealth Worldwide	
Marketing Technology Solutions, Jersey City, NJ Web Producer/Developer/Designer	July 2006 - April 2010
<ul style="list-style-type: none">• Lead company-wide CSS and HTML production and maintenance efforts• Liaise between Technology and Marketing to help connect back-end functionality with front-end UI• Produce marketing emails that directly impact revenue and member retention• Supervise the production of mockups, banners, and graphical assets• Program business applications in J2EE-compliant JAVA & Grails• Employee of the Quarter (Q2, 2008)	
Waitex International, New York, NY Freelance Web Designer	April 2006 - July 2006
<ul style="list-style-type: none">• Re-designed web pages and created graphics for Waitex.com• Produced Chinese language version of website, including translation• Updated various Waitex.com product websites	
Bluemarker.com, New York, NY Freelance Designer	July 2005 - July 2006
<ul style="list-style-type: none">• Designed a number of product websites for Scholastic.com• Created Flash animations and banners for various Scholastic websites and promotions	
ImaginAsian Entertainment, New York, NY Associate Video Editor	Summer 2005
<ul style="list-style-type: none">• Edited movies and TV shows• Created promos for upcoming programs	
InterMap Systems, Emeryville, CA Design and Marketing Assistant	December 2000 - June 2003
<ul style="list-style-type: none">• Re-designed internal website• Created Flash product demos• Conducted market research and analysis• Assisted in business plan and company profile writing	
School of Visual Arts, New York, NY M.F.A. Computer Art (thesis work exhibited at the SVA Gallery, June 3-18, 2005)	2003 - 2005
University of California, Berkeley, Berkeley, CA B.A. Molecular and Cell Biology (with an emphasis in Genetics)	1999 - 2002

Education