

**Rebecca Chang**  
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## PROFESSIONAL EXPERIENCE

### **Consultant/Information Architect/Web Designer/Developer**

**Google, My Space, News Corp, City of Anchorage, UCSF, TJOLS, Wine Jar, HF-Collection, More..... 2007-Current**

Sole Proprietor (contractor/consulting/freelancer) 6/97-Ongoing

- Information Architect for small and large sites
- Design and build wireframes, and comps
- Developing Use Cases, Personas, Mind Maps, Business Requirements, for wireframes
- Collaborate and problem solve with teams on technical web challenges
- Streamline business processes for the web
- Manage Finance Intranet at Google, and train various groups for web updates
- Communicate time sensitive material by applying best strategies
- Reorganizing structure of web development environment
- Provide Web Consulting to small start-ups, med-large corporations
- Updating existing websites using CSS, JSP, HTML, FLASH, XML, Javascript, PHP
- Design and Develop Flash Projects, and XML
- MIVA MERCHANT: Design and develop Ecommerce Site
- SEO: Search Engine Optimization
- Set up Web Hosting
- Design and Execute personal and promotional websites
- Design and execute flash and animated GIF banners
- Corporate Identity: Design logos and promotional material for local businesses
- Private Tutoring for Web/Print Applications (Adobe)
- Freelanced as Senior Production for Advertising Agencies

### **Content Manager/Web Developer**

Gap Corporate, San Bruno, CA 3/03--8/07

- Design (wireframes/mockups) and Execute UI for Corporate Real Estate Website/Databases
- Manage Tools and Content for Corporate Real Estate Website
- Design Backend Web Servers(UNIX Apache)
- Train Business Partners and Vendors for web updates via Dreamweaver, FTP
- Train Business Partners on Filezilla, SMART FTP, Dreamweaver, Documentum eRoom, Version Control
- Analyze and incorporate Web Trends into ongoing content management
- Code CGI, Perl, Java, Javascript, HTML, DHTML, ASP, PHP, CSS
- Technically strategize and streamline business processes
- Design websites on Documentum/Portal
- Provide Technical Support
- Design and Execute Print Projects

### **Consultant/Web Designer/Developer/Graphic Designer**

Sole Proprietor (contractor/consulting/freelancer) 6/97-ongoing

- Note: See above

### **Interactive Web Developer/Production Lead (Miller)**

Red Sky San Francisco , CA 6/00-11/00

- Developed websites HTML/Javascript
- Created animated GIFs and Flash banner ads
- Designed Mockups

- Designed Department Intranet
- Managed Miller Production Team Deliverables
- Lead Research for Miller's new development environment
- Photo editing and optimization
- Prepared graphics for broadband and interactive CDROMs
- Web updates for Miller Sites

### **Web Developer**

Yack.com Emeryville, CA 6/99-4/00

- Managed multiple web projects
- Designed and Executed Flash Projects/Animated GIF banner ads
- Developed Websites in HTML
- Designed and built co-brand mockups
- Designed chat rooms
- Maintained daily/hourly site updates

### **Web Specialist**

Ernest & Allen, San Luis Obispo, CA 1/98-8/98

- Developed web pages
- Designed web prototypes
- Maintained various web sites

### **TECHNICAL SKILLS (PC/Macintosh): applications/languages/servers:**

- Documentum Publisher
- Miva Merchant (e-commerce App)
- Action script
- Visio
- HTML
- Java Script
- JAVA
- XML
- CSS
- CGI
- PHP
- ASP
- PERL
- UNIX
- JSP
- DTHML
- UNIX-Apache
- Adobe Dreamweaver
- Adobe Flash
- Adobe Fireworks
- Adobe Director
- Adobe Photoshop
- Adobe ImageReady
- Adobe Go Live
- Adobe Acrobat
- Adobe Illustrator
- Adobe Pagemaker
- BBEDIT
- Sharepoint

## **EDUCATION**

**Bachelor of Arts in Industrial Arts: Design and Industry Major**  
**Emphasis: Design/Visual Communications**

San Francisco State University, San Francisco, CA 9/98-6/99

**Bachelor of Arts Liberal Studies: Graphic Communications Major**  
**Concentrations: Design Reproduction/Computers & Printing Technology**  
California Polytechnic State University, San Luis Obispo, CA 9/93-12/97

**Certificate Program: Certified Quark Xpress User**  
Graphic Arts Institute, San Francisco, CA 10/97-12/97

**Certificate Program: Certified Internet Master; Certified Web Master**  
Computer College Silicon Valley, Redwood City, CA 10/98-6/00

## **RELEVANT COURSE WORK** Cal Poly/SFSU/CCSV/GAI

- Microsoft Excel Advanced
- Intro to HTML
- Intermediate HTML
- Beginning Javascript
- Intermediate Javascript
- VRML Java/Javascript
- Web Design & Management
- How To Start an Internet Business
- Corporate Identity
- Color and Design
- Color Theory
- Graphic Arts Photography
- Beginning Photography
- Typographic Design
- Fundamentals of Drawing
- 2-D Design Fundamentals
- Symbology
- 3-D Graphics
- Beginning Macromedia Director
- Substrates and Ink
- Binding and Finishing Processes
- Sheetfed Lithography Technology

\*Certified Quark Xpress user and Certified Internet Master

\*References available upon request