

# Steve Shu-Chun Ling

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## Summary

- User Interface Designer and Web Developer with over 9 years of practical experiences within the Web Services and eBusiness industry.
- Have successfully completed projects in the area of web design, branding, applications development, and interface design.
- Educationally, possesses a BA in the field of Psychology focusing on Human-Computer Interaction.
- Utilizes creative thinking, organization, time management, and communication to achieve corporate/client objectives in a timely and cost effective manner.

## Professional Experience

05/2007 – Present                      CK-12 Foundation                      Palo Alto, CA

### User Interface Engineer

- Hired to implement innovative and creative user interface for the advanced online application for authoring textbooks.
- Responsible in creating mockups and storyboards in turn to implement the application with HTML, CSS and advanced javascript libraries, such as scriptaculous and prototype.
- Also engaged in efforts to implement structural setup of the application by using Django and ExtJs, and the latest now of using GWT as our base structure.
- <http://www.ck12.org>

04/2006 – 05/2007                      MeeVee, Inc                      Burlingame, CA

### Web Developer

- Hired to spearhead major overhaul of the application website via the use of CSS and AJAX as well as complex XHTML.
- Successfully gained a deeper knowledge of CSS which in turn took the lead in all CSS issues and layout implementation issues.
- Spearheaded coordination and communication with product team and designers to smooth transition the storyboard to implementation process of the engineering group.
- Responsible for all syndication partner implementation which involves multiple efforts including layout mockup and implementation via MeeVee website standards.
- Defined style and UI guidelines for partners to follow to ensure smooth implementation and minimal timeframe to launch.
- <http://www.meevee.com>

05/2004 – 04/2006                      Mixonic, Inc                      San Francisco, CA

### UI Designer and Developer

- Hired to re-implement the new CD Online Duplication website – launched with the site with two other members of the team in a two month period.
- Without previous experience with STRUTS, successfully implemented the new online duplication site with the technology along with JSP and continuously maintaining and adding new functionality to the site.
- Hands-on with Java coding and Java developers to produce the best results to

achieve UI capabilities to improve user experience.

- Understanding and implementing XML Document in Microsoft Word to expedite invoice and print job paper-works.
- Provide creative ideas, prototyped and implemented new products and online brochures for company sales and marketing efforts.
- Researched and implemented enhancement of company web site search engine ranking using technologies such as keywords and landing pages.
- Drive and became responsible for all user interface efforts from coordinating with printers of CD & DVD inserts to incorporating customer feedback into website.
- Understanding of printing process and coordinate with production team to provide smooth transition of CD & DVD label and insert printing from website.
- Adapted through 3 different cycles of development team member changes along with reporting to 3 different managers at the same time including the CEO himself.
- <http://www.mixon.com>

02/2004 – 05/2004

SpikeSource, Inc

Menlo Park, CA

### **Web Designer (Contractor)**

- Piloted and prototyped several web projects for this new startup including their 1<sup>st</sup> iteration of their corporate website.
- Used PHP and Smarty Template Technology to implement prototypes of the corporate website.
- Worked closely with application engineers to understand functional needs to be translated into user interfaces.
- <http://www.spikesource.com>

02/2003 – 02/2004

Pincity.com

Los Angeles, CA

### **User Interface Designer/Web Team Lead**

- Responsible for the development and implementation of the new Pincity.com website by providing expertise in HTML, CSS, and Javascript and producing intelligent, intuitive web technologies
- Introduced Cascading Style Sheet as a new method of implementing the new Pincity.com website – making the development process more efficient.
- Reorganized website directory structures and naming convention into a more manageable manner and set design and coding standards and guidelines.
- Provide creative ideas by working with Sales & Marketing and creating actual online advertisement and newsflash for Pincity.com products. Understanding the importance of integrating the company's advertising campaigns with the website.
- Promoted to Team Lead and managed a team of engineers to better development efficiencies and task management.
- Lead efforts in defining corporate web goals and designing strategies to meet these goals, including managing a development team and integrating a variety of inputs.
- Maintained consistency in development procedures and established/executed project time lines.
- Lead efforts and set new standards in automating customer service and feedback reports to produce sensible sales and marketing trends.
- <http://www.pincity.com>

09/1999 – 01/2003

Asera, Inc.

Belmont, CA

### **User Interface Engineer**

- Responsible for the design and prototyping of User Interfaces Look & Feel for all major versions of the Asera Product.
- Responsible for designing and prototyping of more than 20 different look and feels for product demos and proof of concepts involved in the Asera Pre-Sales, Sales, Professional Services, and Engineering efforts.
- Work closely with application engineers to define the guidelines required for application UI development and with deployment engineers to define usability, adaptability, and customization requirements.
- Work closely with product managers to come up with functional specs with storyboards, mockups, and prototypes.
- Responsible for the first versions of the Asera application UI Guidelines.
- Responsible for the development of storyboarding tool used at the beginning of the engineering development process. This tool enabled developers to construct their own storyboards, which helped to speed up the development process.
- Consulted with external customers regarding usability/user interface issues. Deployed and developed UI changes using Asera IDE necessary to meet customer needs. Involvement with customers such as BP, E2open, DSM, and Steel 24x7.
- Assisted in the development of the Sales Consultant Toolkit. This tool enabled Sales Consultants in the field to change Asera application's UI on a fly, saving the consultants time and effort to meet different customer needs.
- Member of the UI SWAT team for reviewing application storyboards. The group was responsible for the evaluation of the application on the consistency of Asera UI standards based on the Asera UI Guideline.
- Assisted the Asera Integrated Development Environment Tool Group using Visual Basic to come up with prototypes of the tool.
- Assisted the Asera Integrated Development Environment Tool Group in streamlining the UI development of Asera applications for the application engineers by providing expertise in HTML and CSS.
- Wireless Markup Language proof of concept. Involved in the prototyping of Asera product in WML format. Provided UI support and help on the development of the prototype.

### **Education&**

1995 - 1999

Purdue University

West Lafayette, IN

### **Relevant Projects**

#### **Bachelor of Science, Psychology – Human Factors**

- Relevant Web Design Work
  - IE/PSY 577 course website (1998)  
[ <http://psych.purdue.edu/~577ta/welcome.html> ]
  - Department of Consumer Science (1999)
- Relevant Course Research
  - Human Factors Research (1996 – 1999) [ Professor Robert Proctor ]
  - Human Learning Lab (1998) [ Professor Ian Neath ]

### **Awards & Recognitions**

- Design Contest Winner for Powweb Web Hosting Company's user control center.
  - <http://forum.powweb.com/showthread.php?t=29884>

### **Computer Skills**

- Hand-coding experience – HTML, XML, XHTML, DHTML, PHP, JSP, CSS, Struts, Javascript, & WML

- Expert knowledge of HTML, XHTML, CSS, & CSS2
- Solid Understanding of cross-browser issues
- Design tools – Adobe Photoshop, Adobe ImageReady, Adobe Illustrator, Adobe Pagemaker, Macromedia Dreamweaver, Macromedia Fireworks, Microsoft FrontPage, also familiar with Macromedia Flash.
- Other tools : Visual Studio, Visual Basic, Eclipse
- Familiar with Microsoft Visual Studio .NET & Microsoft ASP .NET Web Matrix
- Familiar with JAVA, PERL, PHP
- PC, MAC OS & Linux Platform.

## **Languages**

- Fluent in written and spoken English and Mandarin/Chinese.
- Extensive skills in written and spoken French.

## **References**

- References available upon request.
- Portfolio online at <http://www.slingonline.com/portfolio.html>