



Sunny Zheng

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CAREER OBJECTIVE A full time position or contract work as a **Creative Designer (Senior)**

ONLINE PORTFOLIO

- **Personal Online Portfolio:** www.mrsunnyz.com
Role: Design + Coding (100%)
- **AlphaTrade.com Corporate Website (V2 - V6):** www.alphatrade.com
Role: Design + Coding (90%)
- **AlphaTrade Financial Network:** finance.alphatrade.com
Role: Design (100%) + Coding (50%)
- **ImmSkills:** www.immskills.com
Role: Design + Coding (100%)
- **123Digitizing:** www.123digitizing.com
Role: Design + Coding (100%)
- **Lions Bay Art Gallery:** www.lionsbayartgallery.com
Role: Design + Coding (100%)
- **iHaul Disposal Services Inc:** www.ihauljunk.ca
Role: Design + Coding (100%)
- www.nevsun.com, www.solfotara.com, www.forbescoal.com, www.niogold.com * and many more...
Role: Coding only (75-100%) * these are contract works from [NewDesignNow](#).

PROFESSIONAL SKILLS

Web Design / Graphic Design / Multimedia

Website concept development / Interface design / Graphic creation / Digital imaging / Rich-media & Interaction (flash or non-flash animation, video integration)

Web Programming

Standard-compliant, Cross-browser (X)HTML / CSS - advanced; 100% hand-coding
JavaScript / DHTML - intermediate
PHP / JSP / XML / Database - working knowledge

Desktop Publishing

Magazine ad, media kit, brochure, business card, letterhead, postcard, flyer, CD cover/label, poster, large format banner, tradeshow booth, and much more

Brand Identity / Logo Design

Developed brand identities / logos for corporate clients, businesses and non-profit organizations

Project Management / Leadership

Completed projects from conception to production; Led and worked with junior designers, interns and co-op students

Internet Marketing

E-mail campaign / Marketing material / Search engine optimization (SEO) / Link development and more

Other Skills

Wordpress; Oil painting; Embroidery digitizing

EMPLOYMENT HISTORY

Senior Web Designer / Web Master | Aug. 2000 – Jan. 2011 | Vancouver, BC
AlphaTrade.com (OTCBB: APTD)

- Design and re-design AlphaTrade corporate website from conception to completion
- Design AlphaTrade financial portal and other sites for clients
- Ongoing updates and maintenance of the above sites
- Ongoing optimization for higher sales conversion rate
- GUI design for AlphaTrade products (Real-time stock quote applications)
- Design ads for AlphaTrade clients (various forms including full page ads, banners & eBlasts)
- Create seasonal promotional materials for AlphaTrade, including banner ads, magazine ads, emails, etc.
- SEO for AlphaTrade website
- Manage PPC campaigns, monitor site stats & analyze cost-effectiveness for campaign spending
- Design & Redesign corporate identity system (logo, business card, brochure, press kit, letterhead, etc.)
- Contribute ideas for corporate growth, including product enhancement & new product development

Logo Designer / Digitizer / Embroidery Machine Operator | 1997 – 1998 | Vancouver, BC
Needlework Embroidery & Design Inc. / Richmark Embroidery Ltd.

Architect / Engineer / Head Engineer | 1987-1997 | China
Fujian Provincial Coal Industrial Design Institute

EDUCATION

Diploma of Advanced Internet Development Bodwell Internet College	1999-2000 Vancouver, BC
Bachelor of Engineering in Architecture Fuzhou University	1983-1987 Fuzhou, China

AWARDS

Logo Design – Cancer Therapies Foundation Winner of <i>Wolda '10 (professional)</i> , the worldwide logo design annual	2011
Winner of <i>iheartlogos</i> competition; work published in season two book	2011
Short-listed in <i>Identity: Best of the Best 2010</i> international competition	2010
Web Design -- www.alphatrade.com 2002-2003 Golden Web Award	2002
Architecture Design (as a team member) – China Star high-rise, Xiamen, China Won silver prize by the Ministry of Coal Industry of China	1992-1993

REFERENCES AVAILABLE UPON REQUEST