



# Sunny Zheng

56 - 16233 83 Avenue,  
Surrey, BC, V4N 0Z3  
Mobile: 604-831-1179  
[mrsunnyz@gmail.com](mailto:mrsunnyz@gmail.com)

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**CAREER OBJECTIVE** A full time position as a **Creative Designer**

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## ONLINE PORTFOLIO

- **AlphaTrade Corporate Website (V2 - V6):** [www.alphatrade.com](http://www.alphatrade.com)  
Role: Independent Front-end Design (concept, layout, graphic, flash, html, php, css)
- **AlphaTrade Financial Network:** [finance.alphatrade.com](http://finance.alphatrade.com)  
Role: Independent Front-end Design
- **Pirate Stock TV:** [www.piratestocktv.com](http://www.piratestocktv.com)  
Role: Independent Front-end Design
- **Maverick Stocks:** [www.maverickstocks.com](http://www.maverickstocks.com)  
Role: Independent Design (100%)
- **Lions Bay Art Gallery:** [www.lionsbayartgallery.com](http://www.lionsbayartgallery.com)  
Role: Independent Design (100%)
- **Famous Uncle Al's Hot Dog:** [www.famousunclealshotdogs.com](http://www.famousunclealshotdogs.com)  
Role: Art Direction

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## 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

Advanced HTML / CSS coding  
JavaScript / DHTML - intermediate  
PHP / JSP / ClearSilver / Java Servlet / XML / Database - working knowledge

### Desktop Publishing

Designed magazine ads, media kits, brochures, business cards, letterheads, postcards, flyers, tradeshow booths, and much more

### Internet Marketing

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

### Project Management

Completed projects from conception to production

### Leadership

Led and worked with junior designers, interns and co-op students

### Other Skills

Professional logo design (including award winning logo and Vancouver 2010 contest entry), oil painting

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## EMPLOYMENT HISTORY

**Senior Web Designer / Web Master** | 2000 – Present | 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 decision
- 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

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## EDUCATION

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

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## AWARDS

<b>Web Design -- www.alphatrade.com</b> 2002-2003 Golden Web Award	2002
<b>Graphic Design – Post card and animation</b> Won contest in Bodwell Internet College	2000
<b>Logo Design – Xiamen city phone number upgrade</b> Won contest in Xiamen city, China	1994
<b>Architecture Design (as a team member) – China Star high-rise, Xiamen, China</b> Won silver prize by the Ministry of Coal Industry of China	1992-1993

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**REFERENCES AVAILABLE UPON REQUEST**