

## RESUME

**Specialities** Senior Graphic Design and Creative, Website Design and Construction, SEO, Online Promotion, Website Operation Management, Corporation Communications Management (Exhibition, VI, Publication), Vendor Management

**Name:** Joema Ma Fang

**Born:** September 23<sup>th</sup>, 1980

**Gender** Male

**Languages** Chinese, English and basic Korean

**Nationality** Chinese

### Education

2005 – 2008 Communication University Of China  
**Attestation in Journalism**

2002 – 2005 RAFFLES international college-BICT  
**Working and learning Computer Graphic Design & Multimedia Design**

1999 – 2001 The Central Broadcasting and TV University  
**Attestation in English Degree**

### Work Experiences

2010/04 up to now Beijing Hai Kang DNA Chips CO., Ltd. (**President: Albert Yu Changhai**)  
**Website Operation Manager: Chief website designer, SEO, e-commerce promotion, website layout renewing, e-marketing; Staff Training and Department Operation Management.**

- e-commerce project: Christmas Reindeer DNA Necklace online sell project: SEO, website design, online promotion and sells management;
- Website Project: SEO, redesign and construction: <http://www.albertchyu.com/>;
- Website Project: SEO, upgrade layout: <http://www.dnaq.cn/>;
- SEO and e-marketing: Create a new face to dnaQ website, consummate website functions to assist e-commerce development; Build an online chain-store net for dnaQ;
- Visualizing Manager and Venue Setup Manager for the First Cross Strait Four Regions Summit which held in Peking University.

2008/09 – 2010/05 Companion Sino-net Technology Development (Beijing) Co., Ltd (**Department Head: Solomon Zhou**)  
**Senior Graphic and website designer, Brand Manager - responsible for company branding, website design and all other creative items, Photography, Assist Management of new Media Projects Development,**

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## **Assist New Media Project Development and Evaluation, Assist Communications Service, Meeting Organization and All Publications**

- Corporate VI Design and Management Includes: SEO, Website design, Brand Image Building, PPT Template, Letterhead, Name Cards and Interior Decoration.
- Corporation Website Design, Construction and Operation Management.
- Digital Beijing Information Kiosk: all graphic design, basic video editing and publications;
- InStation Media: all advertisement design, basic video editing and publications;
- InStyle Media: all advertisement design and publications;

2005/07 – 2008/10

## **Beijing Olympic Broadcasting (Department Head: Yusuke Fujiwara) Graphic and website designer (Information Officer: Includes Publication and Internet), Communication with RHBS, Communications Service, Meeting Organization, Website Planning, Website Construction, Website Operation and All Publications**

- BOB Planning Phase: VI Design, Meeting Organization, Planning and Designing of Multimedia Publication;
- All Internal Meetings and World Broadcasters Meeting Photographing;
- Beijing Olympic Broadcasting Official Website ( www.bob2008.cn already closed ) Design, Construction, Management, Quality Control, Maintenances and Updates;
- 3 years of Beijing Olympic Broadcasting World Broadcasters Meeting Organization: meeting venue setup + meeting recording + photography;
- Beijing Olympic Broadcasting Official Website: Design, Functions Planning, Contents Management and Maintenances for Beijing Olympic Broadcasting's Online Volunteer Recruiting System;
- In 2008, Operation and Management of Beijing Olympic Game's time Online Messaging System;
- Graphic Design: All publication projects Planning and visual design, Implement of BOB Website, Internal Newsletter (Drum and Bell), RHBS Brochure (Fifth Ring) and three games time books - the broadcasters manual, the broadcasting user guide and the production graphics ;
- Arranged the World Broadcaster Briefing/Meeting each year since 2005, assisted in several Production Planning Meetings and a few Technical Operation Trainings with more than 100 participants in each, by designing all meeting manuals, signage graphics, backdrops, photography.

2002/05 – 2005/06

## **RAFFLES international design college (Program Director: Markus) Design related subjects interpreter in Graphic Design Program and Multimedia Design Program**

- Classes Teaching
  - Design principles I;
  - Design principles II;
  - Survey of Western Art I;
  - Survey of Western Art II;
  - Basic Photography;
  - Colour theory for Designers;
  - HTML Programming;
  - Basic Computer Application
  - Basic e-commerce;
  - Introduction to Graphic Design;
  - Introduction to Imaging processing;

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- Introduction to Layout Design;
- Multimedia Design;
- Flash Animation;
- Packaging Design;
- Basics of Clothing Design;
- Basics of Interior Design;

## Websites Design and Program:

- [www.albertchyu.com](http://www.albertchyu.com)
- [www.dnaq.cn](http://www.dnaq.cn)
- [www.joemadesign.com](http://www.joemadesign.com)
- [www.bsfoto.net](http://www.bsfoto.net)
- [www.aigle.com.cn](http://www.aigle.com.cn)
- [www.phoenix-dance.com](http://www.phoenix-dance.com)
- [www.lulupipa.com](http://www.lulupipa.com)
- [www.livingplussize.com](http://www.livingplussize.com)
- [www.zeehouse.com](http://www.zeehouse.com)
- <http://www.myfmchina.com>

## Computer Knowledge:

- Environment - PC & Macintosh

## Software:

- Microsoft Office( Word, Excel, Access and PowerPoint)
- Adobe Photoshop CS5
- HTML(Dreamweaver CS5)
- Adobe Illustrator CS5
- QuarkExpress9.0
- Adobe Indesign CS5
- Adobe Flash CS5
- Adobe Image Ready CS2
- CUTE FTP Professional
- Ulead Video Studio Pro
- Adobe Acrobat Professional
- Adobe Premiere CS5
- Adobe Director CS 11.5
- Microsoft Visual Studio 2005



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