TONNY ⊙ MA

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WORK EXPERIENCE

Sept. 2011 - Current

Status: Completed

Open Solutions Group is a government contract web development firm.

Deployment Tracker -- Open Solutions Group, Inc. (See portfolio)
Lead Web App UX UI Designer/Developer

- Designed a human resource web app for tracking military deployment personnels. Tools is used exclusively by the US Defense Intelligence Agency and the US Department of Defense.
- User Experience Research of their existing systems. User Experience goals was to bring the Mobile device experience of a simplistic interface, while offering user friendly work flows for mundane tasks.
- Designed Use Cases Flow through the use of wireframes and storyboards.
- Designed mock ups of the application using Illustrator and Photoshop, referencing the planned wireframes. Hand coded prototype using HTML, CSS, CSS3, jQuery, and Javascript.
- Lead Team to Code Application using the Django Framework and GIT version control.

Mar. 2011 - Current

Status: Beta

CouponSite.com one stop for online coupon codes, promo codes, and daily deals and discounts.

CouponSite.com -- Concepts Group, Inc
Designer/Front End Development/Business Marketing - Co-Founder

- Lead User Experience research and User Interface wireframes and storyboard.
- Designed mock ups of the site using Illustrator and Photoshop, referencing the planned wireframes.
- Coded the site in w3c validated, SEO conscious xHTML Strict and CSS from design.
- Assisted in backend rendering of site in a Model, View, Controller framework using CodeIgniter.
- Managed advertising affiliates to acquire and build relationships provided on Commission Junction, LinkShare, Google Affiliate Network, and other affiliate programs.
- SEO/SEM backlink building and to increase Page Rank.

Oct. 2012 - Current

Status: Wireframing

Order drinks and pay with your mobile phone. Pick up when ready and earn rewards.

DrinkUp App Mobile -- Personal Project
Mobile UX Researcher/ Mobile UI Designer - Co-Founder

- Researching Mobile User Experience for the best user experience in a dark ambiance setting, while giving the user the quickest way to place their orders.
- UX Research to account for user interaction errors during different screens and user usage states.
- Creating Wireframes and Storyboard for review and Mock Up Design
- Axure Mobile Prototyping

TOOLS

Adobe Illustrator CS 5/6

Adobe Photoshop CS5/6

Adobe Dreamweaver

Adobe Flash (basic)

OmniGraffle

Axure (learning)

Coda

FireBug

Cyberduck

CodeIgnigter

Beanstalk SVN

Django Framework

Wordpress

GIT

PORTFOLIO

www.tonnyma.com

Aug. 2010 - Jan. 2011	CrowdStir.com -- ScreenWorks Media (see portfolio)
Status: Live	**User Interface/User Experience Designer (Consultant)**

CrowdStir.com offers the public an easy way to stay connected with their favorite drink brands and night life events.

- Consultant to restructure the site's layout and to optimize the site for an easier to use and more intuitive user interface.
- Wireframes layout and functionality using OmniGraffle.
- Assisted in user interface revisions for client side and service provider side.
- Graphic design for Marketing and Splash pages.
- Assisted in developing ideas of new functionalities for maximum user retention.

Jun. 2007 - Aug 2010	Projects -- Self
	Graphics Designer / Web Designer

- Designed Prototype mock up for design for social media website.
- Brochure Design, Party Flyer Design, Real Estate Flyer Design
- Web Design for IEEE UCSD

Feb. 2010 - Current	University of California, San Diego -- Jacobs School of Engineering
	Programmer Analyst

Desktop support for the entire Jacobs School of Engineering Campus at UCSD.

- Managed existing user accounts within the campus Active Directory and Exchange.
- Provided excellent desktop support to the administrative staff at the Jacobs School of Engineering.
- Trained new employees in our standard operating procedures.

UX CAPABILITIES

Work with stakeholders to gather requirements and approvals, write study plans, study scripts, conduct the study, and create appropriate reports.

Guide the design of compelling, usable, and desirable user experiences and interfaces for a variety of new mobile apps

Ensure interface is simple, intuitive, and functional user experiences.

CODING CAPABILITIES

Hand coding XHTML strict doc type and CSS/CSS3.

Cross browser compatibility and w3c validated coding.

Web UI element animations using javascript and jquery.

CodeIgniter framework. Django framework.

DESIGN CAPABILITIES

Ability to plan and conceptualize websites from scratch.

Create wireframe mock-ups of conception on paper and/or on screen.

Vector based buttons, layouts, and artwork designs using Adobe Illustrator.

Photo manipulations using Adobe Photoshop.

Up to date on current trends in Typography, color, and background textures.

EDUCATION

Jan. 2009	Bachelors of Science - Electrical Computer Engineering
Status: Degree Awarded	**University of California San Diego (UCSD) - La Jolla, CA**

Dec. 2009	Project Management Professional (PMP), Certificate
Status: Certificate Awarded	**San Diego State University (SDSU) - San Diego, CA**