
ESTHER B. LEM TU

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OVERVIEW

- Highly motivated, detail-oriented, and dedicated professional with over eight years of experience in online/web design, marketing, and communications in the advertising and media industries.
- Extensive knowledge in HTML, XHTML, CSS
- Proficient user of Photoshop, Illustrator, intermediate knowledge of AS2 and AS3.
- Working experience with Javascript, JQuery, XML and .NET.
- Thorough grasp of cross-platform, cross-browser compatibility issues and code optimization.

PROFESSIONAL EXPERIENCE

Draftfcb, New York, New York

Web/Flash Developer

2006 – Present

- Responsibilities include cross-browser front end user interface and back end coding for corporate clients.
- Performed the full spectrum of Web-related tasks, including prototyping, graphics creation and optimization, standards-compliant XHTML and CSS, executing tests, quality assurance, tracking generation and updates.
- Worked on various projects ranging from websites, email-blasts and flash banners.
- Worked with Project Managers to organize designed assets, source files and production files for easy delivery.
- Integrated and tested HTML templates into CMS.

FREELANCING (via TTS Personnel), New York, New York

2004 – 2006

- Freelance for various ad agencies such as RMG Connect and Atmosphere in assignments lasting up to one month.
- Design Flash animations and web banners, retouch images, resize ads, build boards, and create page layouts utilizing Adobe Illustrator, ImageReady, and Photoshop.

iNDEMAND, New York, New York

2000 – 2004

Internet & New Media Coordinator

- Developed and maintained micro-sites providing detailed programming information to the affiliates of this leading Pay-Per-View and Video-On-Demand television provider. Sites included MLB Extra Innings, NBA League Pass, NHL Center Ice, iCONTROL, and Mega Movies.
- Regularly updated the text content and graphics of four public web sites (indemand.com, inhd.com, affiliate.indemand.com, and affiliate.inhd.com) targeting consumers and cable affiliates.
- Created online banners, e-mails, and Flash animations on a daily basis and posted streaming videos.
- Gathered and synthesized content from internal departments and also from movie studios.
- Monitored and reported on site traffic and other web metrics.
- Led the redesign of the Company's intranet providing HR and related information to employees.
- QA'd sites, archived all production material, answered e-mails sent to webmaster, and resolved issues.
- Trained colleagues on use of web publishing and content management tools.

EDUCATION

NEW YORK UNIVERSITY, New York, New York

- Completed course in Asp.net.

THE NEW SCHOOL, New York, New York

- Completed courses in JavaScript, Macromedia Dreamweaver, and Macromedia Flash.

HUNTER COLLEGE, New York, New York

Bachelor of Arts, Film & Media Studies, 2000

- Double-majored in History. Also completed numerous courses in Communications and Journalism.