Tony Choi
2358 Pembroke CT
Mahwah, NJ 07430
Tel: (908) 472-2929
E-mail: redtl41@gmail.com

OBJECTIVE

To obtain a position in **UX Designer/Front-End Developer** where I would be challenged and able to use my 10+ years experience in various fields including health care, cosmetic company, and web agency. portfolio: http://3.19.141.238/ (id:guest/pass:greentea8005)

WORK EXPERIENCE

Hospital for Special Surgery, New York   July 2015 – Current
- Senior UX designer/Front-End Developer
- UI/UX Design for large scale corporate websites/web applications/mobile applications
- Develop/Manage corporate (www.hss.edu) and micro websites
- Front-end/User Interface development using HTML, JavaScript, jQuery, React, CSS3 and HTML5.
- Integrating APIs into websites/App from health care vendors such as Epic (Open Scheduling System), and Kyruus.
- Develop JavaScript applications and standalone JavaScript functions
- Lead QA, mobile responsive and accessibility, site speed and cross-browser compatibility test
- Manage and execute day-to-day requests and supports.
- Plan, and research up-to-date online marketing trends and technologies.
- Introduce, suggest, and apply 3rd party applications and engines to increase traffic and online visibility.

KISS PRODUCTS, INC, New York   March 2012 – May 2015
- Senior Web Developer/UX Designer
- Monitor and guide designs and technical aspects of creative.
- Manage and execute day-to-day requests and supports. (Graphics, images, media, applications, online marketing, and technical support)
- Design/Develop/manage Kiss brand websites and e-commerce websites
- Update and maintain Kiss websites/contents, include e-commerce websites
- Develop online applications. (Mobile, Store locator, sign-up, nail try-on app)
- Information Architecture/ Search Engine Optimization.
- Analyze Kiss company brand websites traffic to develop strategies that are focused on maximizing online revenue opportunities and brand awareness.
- Plan, and research up-to-date online marketing trends and technologies.
- Prepare, analyze and present analytical reports for other departments.

- Analyze user online behaviors, patterns, and flows to develop social contents, online promotions, and online systems.
- Introduce, suggest, and apply 3rd party applications and engines to increase traffic and online visibility.
- Create social media, and Weekly eBlast contents.

MNCommunications LLC, New Jersey   March 2006 – February 2012
- Web Master
- Designed/developed websites and consulted online marketing strategy for over 50 small-medium size businesses and 10 corporations
- Developed and maintained clients' e-Commerce websites
- Provided SEO consulting and reporting; review of website content, domain name management, and competitor research

Lanteck L.LC New York   January 2005- March 2006
- Web Developer/Designer
- Responsible for designing front-end and back-end with ASP, MYSQL, and Flash Action Script for clients' website.
- Develop and maintain clients' websites.

SKILLS

- Programming Language: PHP, ColdFusion, ASP, .NET, Flash Action Script, XML, HTML, XHTML, HTML5, CSS, Javascript, jquery, React, AJAX
- Operating Systems: Windows, Windows Server, Linux, Mac OS
- Software: Visual Studio, MS Office Suite, Flash, Photoshop, Image Ready, Illustrator, Adobe Premiere, Sketch, Adobe XD, InVision
- Database: MS SQL, MY SQL, Caspio, MS Access

EDUCATION

S.I. New School of Public Communication, Syracuse University (Syracuse, New York)
Master of Science in New Media   December 2004
GPA:3.7

Seton Hall University (South Orange, New Jersey)
Bachelor of Art in Communication   May 2003
GPA:3.4