

vera kung

recent employment

2011 July to 2011 November: Karmarama Freelance digital producer. I managed projects such as interactive microsites, Facebook apps, and rich media banner campaigns, taking projects from initial scope and estimate through to delivery and reporting. Clients included BBC, Nintendo, Bombardier, Gaymers, Betfair, lastminute.com.

2011 April to 2011 June: Poke London Planning and strategy research intern. I gathered and analysed background information from various sources such as news articles, brand websites, academic journals and web traffic statistics to help clients better understand their audiences and markets. I did research for two winning pitches (Mulberry and The Huffington Post), and for existing clients such as Contiki, Orange and TurkCell (Turkey's biggest telecommunications company).

2010 May to present: various places Freelance digital designer, working on various pitches and projects of different scopes. I've created early-stage concepts, and designed websites, widgets, and mobile apps. Clients I've worked for include E.ON, Starwood Hotels, Lloyds TSB, Post Office, Kraft, Morrisons, Vauxhall, and HTC.

2010 January to 2010 April: Tribal DDB Melbourne Freelance Flash/HTML designer. I worked on various projects ranging from minor updates to concepting, designing, and building new digital campaign materials from scratch.

2009 September to 2009 November: George Patterson Y&R Digital design intern. I worked on various types of digital advertising including banners, eDMs, landing pages and websites under the supervision of senior digital designers.

formal education

2006 to 2009	The University of Melbourne Bachelor of Science (Psychology) <i>Graduated with H1 (First Class Honours)</i> Diploma in Creative Arts (Visual Media) <i>Graduated with H1 (First Class Honours)</i>
2005	The University of Melbourne Bachelor of Computer Science <i>Not completed – transferred credit to Science (above)</i>
2002 to 2004	The University of Melbourne Bachelor of Planning and Design (Architecture)

key skills

I have good research skills, can perform basic to intermediate statistical analysis using SPSS, and write well-structured reports and essays.

I am good at being organised, and also at organising other people. I am able to give reasonable estimates on a variety of digital projects.

I can design with Flash (including basic ActionScript), Photoshop, Dreamweaver (including HTML/CSS), InDesign and Illustrator.

other activities

2009 Won a university subject-wide competition to redesign the graphics in the iPhone application of Australian stockbroking firm, CommSec. The design applied the principles of visual display of quantitative information expounded by Edward Tufte. I was awarded an iPhone by CommSec management!

2007 Completed the Research Experience Program run by the Melbourne University Psychology Department. I independently designed a study on the relationship between forgiving and forgetting. The research proposal included a detailed outline of hypotheses, methods of research and analysis, and implications of predicted findings.

2007-8 Registered dancesport competitor in Australia, competing in Ballroom and Latin Dance. I was a State and National Champion in Level 1 Latin, Australian National semi-finalist in Level 2 Latin.

2006 Elected President of the Melbourne University Dancesport Club, one of the three largest clubs at Melbourne University. Managed 18 hours per week of dance classes, six dance socials, three major events, and publicity for all of the above.

what i (am) like

Thirty-five things I like (in alphabetical order)

Billy Joel, Bertrand Russell, classical music, clever advertisements, cocktails, computers, cooking, dancing, drums, electronic gadgets, experimental cuisine, foreign languages, gardening, Harold McGee, incongruity, jazz, kickboxing, Latin-American music, Malcolm Gladwell, musicals, online shopping, online tutorials, Photoshop, puns, Richard Feynman, Robert Venturi, schedules and deadlines, science, spreadsheets, statistics, Steven Pinker, summer, the environment, to-do lists, travelling.

Five key character traits

I operate best under pressure, and don't work so well on tasks with no deadlines. I am pretty good at a lot of things, but don't have any specialty where I'm an "expert" (yet). I like groups which accept new and different members – I don't like cliques. I don't like to waste, whether it's food, paper, time, money, or any other resource. I like to do lots of different things at once, because if I don't, I get bored.

References available on request.