

SONNY H. CHHEN

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SYNOPSIS

I have over 10 years experience in multimedia design, and am able to lead, time manage, and am open to learning and adapting to achieve constructive results with emphasis on user interaction and experience. I am seeking a position that will better utilize my skills and further my professional experience.

EDUCATION

- San Jose State University - BS in Advertising, 2000 - 2005
- *Focus in Radio, Television, Film*

AWARDS & ACHIEVEMENTS

- Namco Networks America Inc. "Employee of the Month" – October 2009
- Gizmodo.com "Laptop Confidential" viral video winner
- American Advertising Federation "Addy Award" for Broadcasting
- Printed works internationally

SKILLS

- | | | |
|------------------------------|------------------------------------|----------------------|
| • Adobe Creative Suite CS-5 | • HTML/CSS | • Branding/Awareness |
| • Microsoft Office 1997-2007 | • Video Production | • Flash Promotions |
| • Video/Audio Applications | • Storyboarding | • Email Newsletters |
| • Web & Print layout design | • UI/UX design for mobile & Gaming | • Presentations |

EXPERIENCE

Namco Networks America Inc.

Lead Web Designer/Web Project Manager

San Jose, CA

07/2009 – Present

- Art Director on PAC-MAN web task force. Duties included:
 - Art direction & design of U.S. PACMAN.com website with creative directional input on Japanese PAC-MAN site
 - Worked with promotional team on the first global interactive PAC-MAN Google Doodle
 - Created custom promotional materials for PAC-MAN 30th Anniversary campaign
- Project managed life cycle of web projects from websites, mini-sites, & promotional banners
 - Minisites and banners include partnerships with Universal Studios & Square Enix licensed properties
- Lead a team of developers and designers from conception to production of various web properties including UI and UX of mobile web platform and gaming
- Created web graphics and flash animations for implementation on company and partnered websites
- Trained employees in usage of web tools and creative applications
- Created email marketing campaigns to increase awareness and drive traffic to Namco web properties

Echovox Inc.*Lead Visual Designer*

Redwood City, CA

06/2008 – 01/2009

- Conceptualized and created mock ups for mobile and online clients.
- Created promotional materials and for trade-shows including:
Banners, t-shirts, data-sheets, energy drinks, and demo videos
- Created UI, web graphics, and flash animations for implementation of company product website across PC and mobile platforms
- Transferred and implemented public website to Dot Net-Nuke content management system

Southern Wine & Spirits*Multimedia Designer*

Union City, CA

6/2006 – 5/2008

- Conceptualized and executed online promotions from banner ads to splash pages for high-profile clientele
- Designed UI for 4 statewide external company websites
- Created and distributed weekly statewide email promotions
- Organized files for transfer of public website and intranet to Dot Net-Nuke Content management system

J. Walter Thompson Technology*Intern Assistant Online Media Planner*

San Jose, CA

1/2006 - 6/2006

- Tracked, optimized, and implemented online advertising campaigns throughout promotional lifecycle
- Created estimates and insertion orders through Donovan DDS tool
- Analyzed, summarized, and presented weekly data statistics

Nielsen NetRatings/AdRelevance*Research Analyst/Online Media Coder*

Milpitas, CA

1/1999-1/2005

- Researched proprietary advertising for online media and promotions
- Maintained Daily ADR internal database while regulating online activity in association with the Federal Bureau of Investigation
- Implemented streamlined coding process via tagged coding

Clients

- | | | |
|----------------------|------------------------------|-----------------------------|
| • Ossama Hassanein | • RYLAB.net | • San Jose State University |
| • Ken Onion | • Duarte Design | • Black Cherry Graphics |
| • Epicera Consulting | • ESV Productions | |
| • Kamimoto Strings | • Division One Entertainment | |

References available upon request