

# LEO CHEUNG

📍 London, UK | Contact me for full details

✉ Contact me for full details    ✉ [Leo@LYKC.co.uk](mailto:Leo@LYKC.co.uk)    🌐 [www.LYKC.co.uk](http://www.LYKC.co.uk)

## PERSONAL PROFILE

A highly motivated, enthusiastic and adaptable front-end web professional with over 4 years of practical freelance, agency and company experience working with technologies such as XHTML, CSS, JQuery, Wordpress, PHP and ASP.NET. A multi-skilled, proven team player who is logical and analytical yet extremely creative. Seeking fresh challenges and new and exciting projects to work on.

## WORK EXPERIENCE



2010-Present

*FRONT END WEB DEVELOPER*

### **MIND CANDY | SHOREDITCH, UK**

- ◆ Built websites for core brands such as [Moshi Monsters](#), [Moshi Bandz](#), [Moshi Mag](#) and the [Moshi Store](#). Involved seeing web projects through from start to finish, and maintaining all kinds of web pages, from payment forms to the [Mind Candy blog](#) through to forums and shopping carts.
- ◆ Main Skills: XHTML, CSS, JavaScript, JQuery, SEO, Photoshop, Wordpress, vBulletin, PHP, E-commerce, Custom themes and templates, HTML emails and all round web accessibility



2009-Present

*FREELANCE WEB DESIGNER, SEO AND INTERNET MARKETER*

### **LYKC WEB DESIGN | HONG KONG AND UK**

- ◆ Web design portfolio and blog [www.LYKC.co.uk](http://www.LYKC.co.uk).
- ◆ Full customer service oriented web service providing bespoke website design, SEO, Internet marketing, graphic design, CMS setup and integration, consultations, website redesign and maintenance etc.
- ◆ Main skills: XHTML, CSS, PHP, JQuery, SEO, Photoshop, Internet marketing and promotions, Wordpress, Google Analytics and tools, cross browser compatibility, w3c standards compliant code etc.
- ◆ Self-promotion, marketing, networking, selling with exceptional customer service.



2007-2009

*WEB PRODUCER*

### **VIRGIN GAMES | HAMMERSMITH, UK**

- ◆ Worked closely alongside a team of web developers, QA testers, graphic designers, project managers and marketing personnel, I was responsible for the front end development of the [www.virgingames.com](http://www.virgingames.com) website.
- ◆ Core skills involved XHTML, CSS, Javascript, SEO and Cross browser compatibility, all developed within an ASP.NET/C# environment using MS Visual Studio 2008.

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- ◆ Management of the bespoke CMS system. Use of XML/XSL Transformations.
- ◆ Production of all new content, microsites, redesigns, page edits etc.
- ◆ Production of email newsletters and email templates for use in Silverpop

**OgilvyAction**

INFORMATION AND INSIGHTS EXECUTIVE

**OGILVYACTION | PADDINGTON, UK**

2006-2007

- ◆ Content manager for all internal CMS sites and also for external intranet sites for clients such as Viceroy and Vogue.
- ◆ Design and coding of email newsletters for global end market distribution.
- ◆ Core skills involved XHTML, CSS, Copywriting, Cross email client compatibility, Dreamweaver and Photoshop.
- ◆ Analysis of statistics from Nettracker reporting system.

## SKILLS MATRIX

<b>XHTML</b> ( <i>expert</i> )	<b>CSS</b> ( <i>expert</i> )	<b>Photoshop</b> ( <i>expert</i> )	<b>JavaScript</b> ( <i>intermediate</i> )
<b>JQuery</b> ( <i>intermediate</i> )	<b>Wordpress</b> ( <i>expert</i> )	<b>SEO</b> ( <i>expert</i> )	<b>HTML Emails</b> ( <i>expert</i> )
<b>PHP</b> ( <i>intermediate</i> )	<b>Accessibility</b> ( <i>expert</i> )	<b>Forums</b> ( <i>intermediate</i> )	<b>Shopping carts</b> ( <i>intermediate</i> )

## EDUCATION

**2000 – 2005 | Kingston University | BSc**

*BSC COMPUTING WITH BUSINESS MANAGEMENT (FIRST CLASS HONOURS)*

*Modules studied:* Web Technologies, HTML, Systems Analysis and Design, Data Analysis, Database design, Java, Computer Graphics, Accounting, Operating Systems and Networking, Marketing Management, Internet Security etc

*Dissertation Project:* Double award research, analysis and design project exploring 'Interactive Computer Graphics and Animation'.

## OTHER INTERESTS AND ACTIVITIES

- ◆ My degree grade was within the top 3 highest in the course.
- ◆ I participate regularly in several sports including football, tennis, cycling and Snooker.
- ◆ I also enjoy travelling, photography, listening to music and socialising with friends

## REFERENCES

*Available upon request*