

# CHARLIE (HUY) DUC MAN

Welland, ON L3B 3B7

W: <http://charliedesigner.com/work>  
E: [charlie@charliedesigner.com](mailto:charlie@charliedesigner.com)

416.418.8669

[ca.linkedin.com/in/mancharlie](https://ca.linkedin.com/in/mancharlie)

## WEB/SEO | GRAPHIC | PHOTOGRAPHER | VIDEOGRAPHER

With over 10 years experience in the industry, I bring a wealth of knowledge and skills to every project. Evolving from a creative background into the vast world of web designing, graphic, photography and video, enabled me to gain much digital expertise

Accomplished web designer and front-end developer with extensive experience building WordPress driven websites, HTML5, CSS3, and various web scripting technologies, web standards, and project management.

Provide a diverse range of services including custom theme/application design, photography, videography and development, SEO/SEM, and branding to an array of clients from a variety of industries.

## AREAS OF SPECIALIZATION

Interface Design | Web Development | SEO | CMS

Multimedia Design | Graphic Design | Prepress | Video Editing | Photography & Editing  
Mac | Windows

Adobe Photoshop, Illustrator, Dreamweaver, Flash, InDesign, Lightroom, MailChimp

## TECHNICAL SKILLS

WordPress | HTML5 | DHTML | ActionScript | CMS | Social Media | Email Design & Coding | eCommerce Solutions | FTP

## PROFESSIONAL EXPERIENCE

**FUTURE MOBILITY INC.**, Mississauga, ON

2019-Present

### Creative Director and Marketing Manager

- **CO-MANAGE THE SOCIAL MEDIA DEPARTMENTS AND ASSIST WITH CREATIVE INITIATIVES**
- **PROVIDING MARKETING/PROGRAM TRAINING TO NEW EMPLOYEES AS REQUIRED**
- **WORKING WITHIN A MARKETING TEAM STRUCTURE TO PLAN ITEMS OF JOINT RESPONSIBILITY, SUCH AS SALES MEETING CONTENT, WEBSITE UPDATES, SEO, CONTENT CONTRIBUTION TO INTERNAL PUBLICATIONS ETC.**
- **RESPONSIBLE FOR THE OVERALL DEVELOPMENT AND IMPLEMENTATION OF THE FIRM'S MARKETING STRATEGY TO SUPPORT GROWTH.**
- **DEVELOP DEPARTMENTAL TOOLS USED BY THE MARKETING TEAM TO ORGANIZE, TRACK AND MEASURE THE SUCCESSFUL EXECUTION OF MARKETING INITIATIVES.**
- **MANAGE ALL SOCIAL MEDIA AND DIGITAL MEDIA PLATFORMS (TRACK GROWTH AND PERFORMANCE TO SUPPORT INVESTMENT).**
- **ENHANCE THE FIRM'S OVERALL MARKETING AND SALES CULTURE AND DRIVE GROWTH.**

**WEB DEVELOPER (SEO SPECIALIST)**

- Work with Business Development and Operational managers in translated their needs into actionable design proposals / solutions
- Design, develop and deploy design enhancements across the company's web portfolio.
- Designing sample page layouts including text size and colors;
- Designing graphics, animations and manipulating digital photographs;
- Work with IT partner in determining the ideal server infrastructure / architecture in delivering top performance and page load speeds to web
- Active participation in preplanning development activities regarding the design strategy of new web properties. In essence pitching design ideas to stakeholders and development teams.
- Display flexibility and knowledge in working with different content management systems.
- Driving search engine optimization (SEO);
- Designing the company's wide ranging web properties with HD visual imagery and ensuring it's in line with company requirements and branding policy;
- Liaise with outside agencies where and when necessary.
- Be an integral member of the QA and testing teams for all new and existing web property development activities.
- Researching and implementing current / new design trends;
- Exhibit continual professional development to keep up to date with new software development

**SLIMBAND & ATF Group of Companies, Toronto, ON****2011-2016****WEB DESIGNER / DEVELOPER / PHOTOGRAPHER / VIDEOGRAPHER**

- Provided high-level creative solutions for print, multimedia and web with focus on both mobile and desktop.
- Handled cross browser/platform compatibility issues (IE, Firefox, and Safari) on both Mac and Windows.
- Created interactive, pixel-perfect, clean code web pages using jQuery, HTML and CSS.
- Performed coding, styling, testing of reusable JavaScript, CSS3, html5 widgets/libraries for complex UI controls.
- Modified WordPress and Shopify themes to improve and complement brand and project needs.
- Through Marketo and Pardot, created email marketing with corresponding landing pages with form integration.
- Performed strong SEO optimization including use of effective high-ranking keywords and phrases, formatted titles, and meta tags throughout the website. As well as optimization of all contents and design for best ranking.
- Worked on social media integration and its use in online marketing: blog creation, daily blog submission, blog site SEO. Social media sites include Facebook, Google+, Tweeter, Pinterest, Feedly, LinkedIn, Youtube and community forum.
- Executed photo and video shoots from planning, photo/videography and post production (retouching, editing, gallery and launch).
- Designed flash animations and videos (promotional and informational) for online applications such as corporate website, email marketing and social media.
- Worked closely with a team of designers, writer and director to develop concepts, strategy and design elements to enhance website usability.
- Managed web support on a daily basis including image and copy updates, redesign, adding and updating of interactive online forms.

**TIGER ADVERTISING**, Toronto, ON

**2010-2011**

**GRAPHIC DESIGNER / WEB DESIGNER / DEVELOPER**

- Responsibilities included design, site structure (information architecture), and daily maintenance of a global website and many of its localized sites
- Key player in design and layout of several sites, interactive CDs and other projects
- Video editing and preparation for online launch
- XHTML and CSS coding, image editing, Flash
- Basic use of JavaScript and PHP script

**WAYS PA**, Toronto, ON

**2009-2009**

**GRAPHIC DESIGNER / WEB DESIGNER / DEVELOPER**

- WaySpa.com, the spa industry's fastest growing website
- Built and designed new sections of the website, web applications and print media
- CSS, HTML, Javascript, CS4

**IOVATE HEALTH SCIENCES RESEARCH INC.**, Oakville ON

**2006-2009**

**INTERMEDIATE DESIGNER, DIET DIVISION**

- Created interactive components to enrich websites by use of banner advertisements, website introductions and visual presentations. Example: Hydroxycut and HydroxycutMax - created Flash-based multimedia elements that don't require heavy coding
- Developed projects from illustration and animation, file optimization and compression, Action Script Coding, video editing and audio manipulation
- Developed and programmed interactive websites by using Flash action scripts 2 and 3, and DHTML
- Developed projects from their initial concept to final publication with optimized graphics, HTML/CSS and Photoshop files
- Received an award for the best design of 2008, known as the Excellence In Iovate Creative Marketing of HydroxycutMax

**RYDIUM CANADA INC.**, Toronto ON

**2003-2006**

**GRAPHIC DESIGNER - WEB MEDIA DESIGNER / DEVELOPER / TECHNICAL ANALYST**

- Created and modeled existing sites from start to finish.
- Maintained and developed all web sites from CLIENT & SERVER side, control & survey all aspects from web site.
- Ability to communicate with technical staff for back-end solutions, including database integration, CGI scripting
- Responsible for all the Front & Back -end coding using Photoshop format and advanced DHTML, CGI, and JavaScript...
- Developed & programmed interactive websites by using Flash action scripts & Dhtml, cut & paste html & put into JSP.
- Having strong conceptual skills to create, layout, design graphics for the web in several different market segments.

## **ADDITIONAL EXPERIENCE**

**LINK PATH/WEB OFFSET LTD**, Toronto, ON

**DIRECTOR/FLASH WEB DESIGNER/DEVELOPER**

**US INTERACTIVE**, Toronto, ON

**MAC ARTIST /FLASH WEB DESIGNER/DEVELOPER**

## **EDUCATION**

Diploma, International Academy of Design – Digital New Media Design/Computer Art - 1999

Diploma, George Brown College – Electronic Desktop Composition/Web Pages - 1997