

# Shang Liang

+65 91507543

www.shang-liang.com

contact@shang-liang.com

## Aim

To create art with codes

## Strength

Able to visualise creative ideas

Able to use technology creatively

Able to apply relevant skills to various situations effectively

## Experience

Aug '05 - Present

OgilvyOne Worldwide Singapore: Senior Content Engineer

- Develop digital campaigns for BP Castrol, Cisco, Coke, DHL, Diageo, EDB, IBM, KFC, Levi's, Motorola, Nokia, STB, Unilever, Yahoo
- Provide content engineering support for new business pitches
- Conceptualise and support creative ideas in technical perspectives
- Research and experiment in new interactive technologies
- Formulate and document development frameworks and process
- Manage content engineering team
- Inspire team mates with my passion for technology and art

Oct '02 - Present

Freelancer

- Develop portfolio websites for creatives
- Develop websites for clubs, resorts and boutiques
- Collaborate with artists to develop art exhibition materials
- Develop online banners and websites for small business

May '05 - Jul '05

Brunswick New Technologies Asia: User Interface Developer

- Develop user interface for kiosk machines
- Integrate user interface with enterprise data layer
- Guide co-workers on technical aspects

May '04 - Apr '05

Dnium Pte. Ltd.: Software Programmer

- Design, animate and programme e-learning courses in Flash
- Develop and maintain e-learning platforms with ActionScript and JavaScript
- Research in e-learning technologies and platforms

## Education

Aug '05 - Aug '07

Master of Science: Nanyang Technological University - Bioinformatics

Aug '01- Aug '04

Bachelor of Science: National University of Singapore - Molecular Cell Biology

## Languages

ActionScript 2 & 3, JavaScript, HTML, CSS, Processing, PHP, Java, C/C++, ASP.NET(VB), SQL, XPATH, Python

## Others

Web Analytics, Artificial Intelligence, Search Engine Optimization (SEO), E-Commerce, Spam Email, Usability, Information Architect, Optimise Websites For iPhone, Parallel Programming, Object Oriented Programming (OOP), Advanced Maths & Physics, Content Management System, Sharable Content Object Reference Model (SCORM)

## Awards

Please refer to appendix