

Shelby Lui

web guy and always full of ideas

For over 10 years, the web and I have been working together. Though we know each other very well, like any relationship, I have still have much to learn and understand. For me, the journey has been a passionate one.

Through my career, I have found myself both designing and developing. However, I favour my passion in design. Reflecting on my career, I have been blessed with working in many progressive companies. Each opportunity has allowed me to

explore new skills and take full lead on many projects. I find myself pushing every limit I encounter.

With the experience of being on contract and on salary I know that success is only as remarkable as the support team that surrounds you. I have high expectations of myself and the others I work with.

I see myself as a leader that constantly grows, shares and provides what I know to others. I also live and breathe hockey.

My Personal Websites

www.shelbylui.com
www.19sevensseven.com
www.ridiculouslycreative.com
www.phelby.com

Contact

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Work Experience

2009—2005
current oct

Senior Web Producer

Sage North America

Primary Product Lines: Simply Accounting, Sage Accpac, Sage MAS, Sage BusinessVision, DacEasy by Sage and Timeslips by Sage.

I lead the creative and layout direction for corporate websites, web campaign emails & landing pages and web video & flash productions. I also develop and integrate both front-end (html/css) and back-end (asp.net) web elements.

From one day campaign turn arounds to one month website turn arounds, I handle 20 to 50, large and small projects each month. My department acts much like a full service agency.

2009—2006
current sept

Head Guy

Ridiculously Creative Inc.

Clients Include: Vancity, Heatherbrae Construction, Rick Hansen, Blackwater Construction, Kalu Interiors and Lainey Gossip.

Officially, I am the president of our small web firm. However, there are three equal partners—all providing career support for one another. This company is a way for us to express our freelance creativity and pursue new objectives.

Much of my role includes sales, project management, art direction, design, development, online marketing and business strategies.

2005—2004
oct aug

Lead/Senior Web Designer

Trader Classified Media, BuySell.com, AutoTrader.ca

Primary Product Lines: BuySell.com and AutoTrader.ca.

Before creating the next generation websites, I led the research and creation of a situation and competitive analysis matrix. Some of the research included design elements, web features and web services.

With the freedom of a blank canvas, I led the art direction, design and usability of the 2005 BuySell.com and 2006 AutoTrader.ca websites. I also developed and integrated both front-end (html/css) and back-end (asp.net) web elements. Both websites posted over 100,000 visits/month.

2005—2003
oct jan

Freelance Contractor

Me, Myself and I

Project Numbers: 50+ website projects.

I decided to take some time to strengthen my career by exploring my creativity and skills. During this time I managed to work on a wide array of websites. Websites varied from a simple five page flash brochure website to a full service 50+ page interactive stock analysis trading website.

While reading books and surfing the web, I discovered new software, learned new skills, followed the latest web tactics and pursued new design inspiration.

Work Experience Continued

2002–2000
mar oct

Senior Web Designer

Ethical Funds Inc, Credential Direct, Credential Group

While supervising two junior designers, I led website art direction. This became the creative direction for all marketing print materials. I also produced and maintained all front-end elements as well as some asp.net integration.

Websites ranged from 50 to 200+ pages with 5,000 to 50,000 page views a month.

Credential Direct: #1 online brokerage in Canada. (Gomez 2004)

2000–1999
mar aug

Web Designer

Westcoast Hydrant Services Ltd.

1999–1999
aug mar

Web Designer

Solarnix International

1998 summer

Expeditor

Holland America Line-Westours

1997–1994

Server

Dem Bones Restaurant

Education

1999–1997
graduated

BC Institute of Technology

International Trade & Transportation Diploma Program

International Trade Strategies
Industrial Engineering and Operations Management
Finance, Accounting and Economics
Distribution, Logistics and Canada Customs
Computers and Web Design

1996

Kwantlen University College

General Business

1995 graduated

Steveston Senior Secondary

High School

Skills

While studying at BCIT, several courses inspired my creativity and just one course introduced me to web design. A burning passion for design and the web led me to teach myself the tools I needed. Along the way, I owed many thanks to special individuals who spent time teaching and guiding me with new and evolving tools.

Currently I find my most valuable resources to be books, Google and Lynda.com. I have completed many training certificates thru Lynda.com's well structured online courses.

Primary Tools

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Flash
Adobe Homesite
Adobe Dreamweaver
3D Studio Max
MS Visual Studio
Google Analytics
FireFox

Languages

Rails
HTML / XHTML
XML / XSLT
Javascript
IIS
AS 3.0
C# and VB
.NET
CSS
MySQL / SQL