

SIMON CHUNG

business card - colour

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PROFILE

Simon is an expert in translating intelligent and business critical client objectives to a digital/web environment.

He is also known for his broad vision on digital development issues, developing and delivering digital business solutions and his ability to create new and innovative ideas at the forefront of the industry. He is a highly regarded and respected individual who is viewed to approach all aspects of business with creative pragmatism and entrepreneurial drive.

EXPERTISE

With over 13 years of professional experience in the digital arena Simon brings with him:

Digital Strategy and Creative Leadership

- ✦ A broad perspective across industries, functions and management;
- ✦ A strong understanding of the digital landscape;
- ✦ The ability to identify business goals and maximise business benefits;
- ✦ The ability to create new opportunities and develop big ideas;
- ✦ Strong leadership and motivator of multi-disciplinary, cross-functional teams, with a strong sense of team spirit;
- ✦ Excellent presentation and communication skills to senior clients and negotiation with key decision makers;
- ✦ The ability to create disproportionate value for the company he works for.

Information Architecture

- ✦ A wealth of experience in creating user-focused and business critical information architecture;
- ✦ A very strong understanding of interactive user-centred design;
- ✦ The ability to create test requirements and the formation of focus groups;
- ✦ The ability to analyse, evaluate and present data to different teams;
- ✦ The ability to anticipate hurdles and create solutions to bridge gaps.

User Experience Design

- ✦ A deep understanding of usability and design processes, procedures and the ability to execute;
- ✦ A capacity for very strong creative and functional idea generation;
- ✦ The ability to apply the best design aesthetics under tight guidelines;
- ✦ The ability to rapid prototype and performance test concepts.

Digital/Web Development

- ✦ Vast experience in forming digital development teams and managing large budget projects;
- ✦ A proven track record of delivering projects on time, to budget and to specifications;
- ✦ The ability to source, manage and coordinate development resources;
- ✦ Very strong design, coding and production skills.

SKILLS

Strategy and Delivery
 Creative Problem Solving
 Creative Direction
 Design & Art Direction
 Roadmaps
 Audits
 Pitch & Presentation

Heuristic Analysis
 User Personas
 Need States & Behaviours
 Use Cases & Journeys
 Flows & Interactions
 Wireframes & Storyboards

Usability
 User-Centred Design
 Creative Conceptualisation
 User Interface Design
 Rapid Prototyping

Interactive Design
 Front End Coding
 Experience Testing
 Content Creation
 Web Standards
 Design for SEO & SMM

CAREER

My Medium (Independent Work) : 2003-2009

Simon is currently advising and helping businesses build interactive initiatives for their brands and services. Select recent projects:

Rubii / Ruby Financial (ongoing) 

Developed a complete creative and interactive solution for this new b2b & b2c financial services company. Including an innovative lead-generation solution, a cutting edge multiple blogger system, a state-of-the-art financial profiling and recommendation set of tools and the best in market advisor search system.

East Midlands Trains 

Researched and analysed historical site, competitor and industry data. Produced user persona and journey maps that resulted in a new site structure and functionality set that delivered 2m page views pm and +50% repeat traffic.

Maserati

Worked with ILN to prepare and present the pitch for the global website redesign of Maserati.com. Including user journey maps & need states, creative concepts, and enhanced user experience functionality.

Onzo 

Advised, designed and created the web site for this new Smart Energy start up that acts as the company's main point of brand awareness to all its stakeholders.

Life01: 1999-2003

MD / Creative Director / Director of Development

Simon was one of the founding directors of Life01 Limited. A self-financed new media agency founded in April 1999 and sold for 15x ROI in 2003.

Simon instigated, managed and championed the business strategy, company structure, branding and the core business competencies of Life01. As well as managing the day to day running of the business, including building and negotiating with its impressive group of clients, he also led all creative and interactive development projects.

Major projects include; global Intranet strategy for Andersen; consultancy for JPMorgan and BMW, award winning interactive websites for MTV and Nickelodeon; e-commerce solutions for Oneswoop and Metal-Pages; and developing digital brands for BT, Electronic Arts and Granada Media.

The Dialog Corporation: 1996-1999

Working within the interactive multimedia and content solutions division of Dialog, Simon was an integral part of the team that created the leading state-of-the-art interactive TV service 'Internet Experience', which rolled out to over 23,000 rooms in Europe's most prestigious hotels.

Simon then moved into a strategic alliance role developing partnerships with leading technology companies to help deliver a global leading product. He also developed new ideas for content delivery which generated advertising revenues of £780,000 within the first 8 months.

EDUCATION

Loughborough University 1993-1996

Industrial Design and Technology (BA with Honours)

Haberdasher's Monmouth School 1985-1993

3 'A' levels (Economics, Design & Technology, Geography), 11 GCSEs

PERSONAL

Simon lives in the UK. He is a passionate supporter of rugby and motorsports. Other interests include travel and new technologies.

Referees (available on request)

SAMPLES



W3C .HTML .CSS .JS



Birmingham
London
International