

JeffreyQua

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about I am a multi-disciplinary interaction designer with a background in **programming** and **design** focused on a user-centric design philosophy.

My belief is that the essential element of any design is **communication**. We all want to be connected to each other and I aspire to create **meaningful connections** between people through my work.

Learning is living. I need to understand all aspects of a project and will take the effort to learn something new in order to do it myself.

I've been coding for over 15 years and I am meticulous about crafting **well-commented and understandable code**.

	proficient	working knowledge	basic
dev	xHTML/CSS PHP MySQL JavaScript	ActionScript C/C++ Java XML	Unix
software	Illustrator Photoshop Final Cut Pro	InDesign Dreamweaver Flash After Effects Lightroom	Pro Tools Flash Catalyst Cinema 4D SolidWorks
design	concepts Grid + Typography Usability / HCI Prototyping Interface Design Color Theory	fields Photography Visual / Spatial Design Video / Cinematography Web / Print / Identity 3D Modelling + Animation	

education Simon Fraser University, SIAT
In Progress, Sep 10-14
B.A. **Interactive Arts & Technology**

University of British Columbia
Graduated 2006 Sep 01-Apr 06
B.Sc. **Computer Science**

fun If I'm not coding, designing or **reading**, I'm probably off **travelling**, **taking photos** of my adventures, attending **design conferences**, **eating new food** (and maybe **blog** about it), and learning how to **cook** too.

work experience

Front-end Developer

Sentias Software/Rezgo Apr 07-Nov 09

Developer, Interface Designer, Technical Writer

- re-engineered Rezgo's front-end PHP parser from scratch into a more efficient class-based function driven programming toolkit
- wrote Rezgo's public XML API implementation guide
- integrated dynamic visual libraries such as jQuery
- implemented data integration with external API services for travel industry websites

Freelance

Developer, Graphic/Web Designer, Photographer

- collaborated with Flash designer to develop client-driven content management systems using XML, PHP and MySQL to facilitate self-service data updates on Flash-based websites
- worked closely with clients to create web/identity design for websites, business cards & posters

projects

Sarphatistraat: Architectural Study

Photography, Modelling, Graphic Design, 3D Texturing

I worked in a team of 6 to study an existing building and create a physical and digital model and present it. I had to be versatile working with this team and fill in specialized roles at different stages of the process.

- physical modelling phase, tasked with generating the wall design templates for the laser cutter
- digital modelling phase, took the role of figuring out the most critical aspect of our buildings architecture, designing the texture for the porous walls
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- presentation phase, photographed the physical model and created the infographics as visual aids

The Cost Of Beauty: Exhibit Proposal

Project Management, Graphic Design, Editor, 3D Modelling

I worked in a team of 5 to create a proposal for a digital art exhibit. I was tasked as project manager and editor. As team lead, my responsibility was delegating tasks, enforcing deadlines, and balancing the workload amongst each individual in the team.

- team worked on the concept and the sketches, and I worked in parallel creating the interaction diagrams and the 3D model of the environment.
- compiled all our work in designing the final proposal report

Skate Ninja: Interface Prototype

Graphic Design, Video Editing

I worked in a team of 3 to design and mockup an interactive interface for a wayfinding application. My role on this team was graphic designer.

- design icons, images, menus
- editing the video for the interface demonstration
- able to finish project early due to efficient task and role division