

Richard Uy

hiya@richarduy.com

53 Hamilton Terrace, Apt. #44

New York, NY 10031

(347) 371 0076

Relevant Skills

Technical Skills

Website Development, Responsive and Mobile Development, E-Commerce setup (Shopify/Woocommerce), Search Engine Optimization, Social Media Integration, Cross Browser Testing, Object Oriented and Design Pattern Programming

Programming Proficiency

Proficient in Javascript(Vanilla/JQuery), HTML5, CSS3(Sass) and PHP. Experienced working with SQL, Flash, Java, C, C++, Perl, and Python.

Server Stack

LAMP (Linux, Apache, MySQL/Postgres) and MEAN (MongoDB, Express, Angular, Node.js).

Dev Workflow Stack

Sublime/Notepad++, Gulp.js, Git

Software Proficiency

Proficient in Adobe Creative Suite (Photoshop, Illustrator, Indesign and Fireworks), Content Management Systems (Wordpress, Drupal), Templates (Bootstrap, Jekyll)

Design Skills

Website Design, UI/UX Design, Graphic Design, Illustration

Relevant Professional Experience

i-make-stuff.com, New York

Freelance Web Developer and Graphic Designer

December 2007-Present

- Designed and developed online presences with easy to use content management systems for clients
- Created custom plugins and features (Website Scrapers, Session/Address Authenticators, Traffic filtering, etc.)
- Optimized websites for search engines by including dynamic meta information based on web pages and creating specific pathways for search engine indexers
- Provided technical assistance for software problems such as server maintenance, security vulnerability assessment, domain and DNS issues.
- Created templates for Wordpress, Bootstrap and Jekyll in PHP, CSS and HTML
- Set up online communities with social media capabilities such as forums and customized layouts, designs
- Created Brand identities by making custom graphics, logos, design guidelines/ style guides and illustrations with Photoshop, Illustrator and Fireworks.

Dinasig, Philippines

Senior Web Developer, Designer and Internet Strategist Consultant

January 2012-Present

- Developed their responsive website from scratch using HTML, CSS and Javascript.
- Designed and created their corporate identity, logo and branding for use in all advertisement campaigns, marketing materials, official correspondence and online presences.
- Optimized site speed by leveraging caching, minifying content, limiting server calls, reducing image size, etc.
- Created their digital media strategy by providing analytics, social media statistics and consulted on their print marketing strategy.

Loeb Enterprises, New York

Senior PHP Developer

March 2011-January 2012

- Updated and maintained their PharmacyDiscountNetwork websites and YourRXDiscount websites
- Created custom PHP tools to create statistical analyses of mail responses, usage behavior per zip code and integrated it with their MySQL database
- Regularly created, updated and maintained their corporate MySQL databases
- Monitored web traffic and trends and created and integrated custom behaviors and tracking based on visitor information
- Created A/B testing for their website networks to determine media strategy
- Created e-mail campaigns and mailing campaigns and the relevant tracking and responses
- Implemented custom pixel tracking and dynamically modified web content based on forecasted user preferences

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Cartographer Games

Head Game Developer and Designer

November 2015-April 2016

- Co-designed and wrote a videogame app proposal based on crowdsourcing and gamifying map creation during disaster relief efforts and uncharted area exploration for the UNESCO MGIEP Gaming Challenge
- Despite not belonging to a studio, our team of 3 managed to edge out over a hundred entries worldwide and became the only independent developers to qualify as one of the 5 finalists
- Created the branding and the feel for the game as well as the basic game mechanics
- Co-wrote the market research, market plan, and the monetization of our game
- Developed the technical specs, development timelines and budget

Gay-Nerds.com

Founder, Editor, Web Designer and Developer

May 2010-Present

- Created the online community by building the forum, the e-zine and the online chat and recruited writers and a core community
- Created the brand identity of the site by designing the logos and graphics for all the articles, forums, ads and merchandise
- Improved the online visibility of the site by going from the 4th page of the Google search results for “gay nerds” and “gay nerd” to the 1st result on the 1st page within 4 months of the site’s creation
- Wrote articles and editorials weekly for the site some of which got disseminated by sites like Kotaku, Queerty, gamepolitics, geeksout and AfterElton
- Interviewed relevant people in the industry such as Margaret Cho, Daniel Ketchum (editor at Marvel), Kirby Krackle, and Tess Treadwell (Associate Producer at Obsidian)
- Monetized site traffic by displaying relevant ads through AdSense, linking to relevant products in Amazon and opening an online shop for Gay-Nerds.com apparel

Education

New York University

Bachelor of Arts in Computer Science

Minor in Economic Theory