



Email : mail@calebtan.com | Portfolio : <http://calebtan.com> | Phone : +604 3879 1288
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SUMMARY

I specialize in developing web based applications using ASP.NET (C#) that are clean, functional and easy to use. 9 years of commercial experience has provided me with invaluable skills in design & analysis, UI & graphic design, database design & maintenance, client & server side programming, server setup & maintenance, web marketing & SEO. I am well rounded and able to work independently from concept design right up to deployment.

I started two web startups ([AppointmentMemo](#) (Aug 09), [BlinkCart](#) (Apr 07)) and an ecommerce business ([BeadCharm](#) (Aug 05)) which gave me a unique insight into the business end of the web. You can view more examples of my personal work at: <http://calebtan.com>.

To sum up my key strengths:

- I am passionate, driven, a quick learner and actively pursue my own technical and personal development.
- Being a freelancer, I recognize the importance of timelines and deadlines in development projects, and am able to prioritize and adjust my workflow accordingly.
- I practice agile development methodology and follow a user-centered design approach.

TECHNICAL EXPERTISE

Skills / Technology / Software	Years Exp.	Brief Description
ASP.NET MVC (C#), .Net Framework 3.5	6	I have extensive knowledge in the .Net framework, best practices and design patterns. I've recently transitioned to ASP.NET MVC.
Web Services SOAP, XML, JSON	4	Experienced in writing web services for AJAX communication.
Javascript / JQuery / AJAX	4	Proficient in writing client side code using the JQuery library.
HTML & CSS	8	I code all my HTML & CSS by hand and know how to make it work across all major browsers/versions.
Graphic Design & UI Design Adobe Photoshop, Illustrator	8	Have a keen eye for design and believe in simple, clean and functional design.
Database Design & Management MS SQL Server 2008, MS Access	4	Experienced with relational database design and proficient in writing SQL statements and stored procedures.

Server Setup & Management Windows Server 2008	3	Very familiar with Windows Server (IIS 6/7, DNS, FTP, ISA, Active Directory). Currently running and maintaining my own Windows VPS server.
Search Engine Optimization, Online Marketing	3	Have a good understanding in optimizing websites for optimum search engine results. Implemented a wide range of online marketing strategies with great results which includes PPC, Newsletters, Blogs, Forums etc.

PROFESSIONAL EXPERIENCE

Senior Web Architect

Orlitech Pty Ltd, Brisbane, Australia

Full Time (Jan 2008 – Apr 2009)

- Developed an internal employment tracking system for [Maxnetwork](#) which automatically imports employment records from an external Government data source. The system uses a rule engine to match potential Job Seekers with recruitment personnel.
 - Designed and developed 3 health directories and a portal for local Government Health Departments.
 - Developed an e-commerce system for online computer retail store [InstantIT](#). The system had to handle importing more than 10k products on a daily basis from various sources. The backend was also designed to automatically sync sales with MYOB.
 - Developed a mailing system to handle large amount of promotional newsletter mail out.
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Senior Systems Developer

Watches Online Pty Ltd / Synkronos, Brisbane, Australia

Full Time (Aug 2001 – Dec 2007)

- Developed a complete e-commerce system in ASP.NET + AJAX that provided a central and secure medium to manage multiple store fronts while maintaining each sites unique look and feel. The system included a backend (customer & product management, statistics/reporting, order processing) with multiple front-end stores (shopping cart, product rating/review, secure check out and comprehensive search function)
 - Completed 7 ecommerce stores for esteemed watch brands each uniquely branded and designed (FENDI, Pierre-Cardin, Casio, Swatch, Storm, Speedo, Coinwatches)
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Proprietor

[AppointmentMemo](#), Brisbane, Australia

Part Time (Aug 2009 –Present)

- Developed an online appointment booking and management system in ASP.Net MVC which can be easily setup, customized and embedded into an existing website.
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Proprietor

[BlinkCart](#), Brisbane, Australia

Part Time (April 2007 –Present)

- Developed a revolutionary shopping cart solution that can be easily integrated into any online medium that supports adding links (websites, blogs, emails etc.). Uses AJAX to provide a seamless experience between the client's store front and the shopping cart.
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Proprietor / Partner

[BeadCharm](#), Brisbane, Australia

Part Time (Aug 2005 – Present)

- Developed an ecommerce system in ASP.NET + AJAX technology to handle selling a large range of products online (4000+) and to automate the order placement and processing process. BeadCharm has grown into one of the largest online beads store in Australia and was featured as a case study on the [Australian Government E-Business Guide](#)
- Increased website traffic and search engine ranking by developing online applications and websites that specifically target craft enthusiast:

[DesignsToLove](#)

One of the first craft social networking sites on the web which allowed members to post their crafts on their own gallery, comment on other's crafts, and participate in the forum.

[OnlineCraftSites](#)

An online craft directory that lists craft websites/businesses from around the world with the aim of assisting visitors in finding people & sites of specific craft interest.

Freelance Web Developer / Consultant

[Netlab](#), Brisbane, Australia

Contract (Nov 2003 – Jan 2007)

- Designed and developed a website with an online booking system accompanied with an easy to use backend system to manage the bookings for VUE Byron Bay's resort.
- Designed 15+ websites for major real estate companies such as ([Joe Macalino](#), [Wisechoice Realty](#), [Open House Realty](#), [Harcourts](#), [Ponsford](#) and more)

EDUCATION AND CERTIFICATIONS

Microsoft Certified Professional

Design & Implement Web Solutions with Ms Visual Studio
2003 – Thomson Prometric, Brisbane.

Bachelor in Information Technology Majoring in Software Engineering

2001-2002 - Queensland University of Technology, Australia

Higher Diploma in Software Engineering

2000-2001 - Asia Pacific Institute of Information Technology, Malaysia

Diploma in Information Technology

1999-2000 - Asia Pacific Institute of Information Technology, Malaysia

REFERENCES

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[Synkronos](#), *Chief Technical Officer*

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Sandra

[HollywoodStyle](#), *Owner*

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Janice Joy

[Sinclair Knight Merz \(SKM\)](#), *Cost Controller*

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