

**Phong N. Lu**  
10912 Arcy Ln  
South El Monte, CA 91733

Phone: 626-673-2660  
Email: [phong\\_n\\_lu@yahoo.com](mailto:phong_n_lu@yahoo.com)  
Web: <http://www.vietnewsonline.com/phonglu>

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## OBJECTIVE

A challenging position utilizing my abilities and skills in web programming as well as providing continued skill set expansion

## TECHNICAL OVERVIEW

### Languages:

- Ajax, JavaScript, CSS, DHTML/XHTML, JSON, ActionScript, XML/XSLT/XPath/XQuery
- PHP/Zend, Java/JSP, ASP.NET (C#,VB), SQL, ColdFusion, ASP, C++
- Mobile development

### Libraries:

- YUI, jQuery, Prototype/Scriptaculous, Dojo, Sizzle
- Social Platform API (OAuth, REST, Facebook, Twitter, OpenSocial)

### Development tools:

- Dreamweaver, Photoshop, MS Visual Studio, Adobe Flash, NetBeans, Eclipse, Fiddler, Firebug
- SVN, Visual SourceSafe, CVS, Apache Ant
- MySQL, SQL, Oracle
- Apache, IIS, Linux

## EXPERIENCE

### ***ReachLocal***

*Woodland Hills, CA*

#### Sr. Front-end Developer

November, 2009 to Present

Lead the effort to architect the frontend structure of the company's next generation centralized platform, including a reporting engine and portal system for customer engagement and lead/contact management

- Architect all frontend elements, from overall site layout/UI components to dynamic interactions for one page styled website application
- Integrate FusionCharts into reporting engine for analytics support and data mining purpose
- Handle the controller and view layers code as part of Zend MVC framework
- Serve as liaison with fellow backend developers to ensure proper integration of data model into frontend layer
- Define frontend platform strategy to fulfill product requirement and ensure optimal delivery and scalable availability

### ***BuzzMedia***

*Hollywood, CA*

#### Lead Front-end Developer

July, 2008 to November, 2009

Managed front-end architecture of multiple high-volume websites to ensure optimal performance, user experience integrity and cross-browser platform functionality

- Handled full cycle application development of the popular celebrity gossip site [www.celebuzz.com](http://www.celebuzz.com), from initial mockup review to final product delivery
- Architected cross-browser portable JavaScript frameworks and components to be used across web properties including high quality image zoom effect, generic lightbox, dynamic JavaScript Flash font replacement
- Restructured JavaScript /CSS code to optimize performance and improved page rendering as well as page perceived speed
- Developed browser compliant client side code from scratch without using any library to avoid conflict with existing JavaScript infrastructure for ad products delivery on several web divisions
- Created abstract layer framework to successfully migrate legacy Dojo code to YUI library
- Collaborated with PM for all front-end technical product requirements.
- Defined front-end platform strategies and scalable solutions for various web properties to streamline UI experience while maintaining exceptional performance

**MySpace.com - MySpace Karaoke**  
**Lead Front-end Developer**

Beverly Hills, CA  
May, 2007 to July, 2008

Oversaw all front-end UI development effort from implementing the website layout, design to enhancing user interactive experience through HTML/XHTML/CSS and JavaScript OOP

- Led the effort to overhaul the website redesign and performance optimizations by converting legacy JavaScript/CSS code to more robust, better cross-browser support implementation
- Wrote advanced JavaScript code with OOP approach for Ajax, dynamic HTML and DOM scripting
- Rewrote the JavaScript engine that handles communication between browser plugin and Flash karaoke player for scalability, performance improvement and better debugging support
- Hand coded tableless layout design with combination of CSS and JavaScript for cross-browser compliance
- Proposed the adoption of JavaScript library with web 2.0 technologies for rapid development and integrated the use of Prototype/Scriptaculous into the website's architecture
- Developed MySpace Karaoke profile page from scratch: <http://www.myspace.com/karaoke>

**Velocity Services, Inc**  
**Sr. Software Engineer**

El Segundo, CA  
July, 2006 to April, 2007

Architected and implemented next generation of large-scale highly distributed webmail client similar to Yahoo Mail Beta with rich web interface using web 2.0 technologies

- Led and owned the technical and architectural aspects relating to front-end UI development
- Architected advanced client-side Ajax/DHTML applications using XML/XSLT/XPath mainstream technologies with JavaScript OOP
- Designed and developed core JavaScript framework including Ajax handling class with API functions exposed for use by other developers
- Developed and implemented rich UI DHTML components including dragNDrop, AutoComplete, DataGrid, Slider, Tab Interface, Right-click Menu, Tooltip/Dialog Container, MultipleSelection and Keyboard Shortcuts. All these classes are written from scratch without using any third-party library and in such a way to ensure code manageability, scalability and reusability.
- Managed general oversight of projects and code deployment including applying patch, merging code, committing code to trunk and maintain nightly builds
- Performed code reviews and recommended solution to issues concerning all facets of front end development cycle
- Managed UI team and mentored junior team members

**HostMySite.com**  
**Web Developer**

Newark, DE  
May, 2005 to June, 2006

Led the effort to transition internal web applications to web 2.0 applications for performance and stability goals

- Architected and developed pure client-side applications by combining CFAjax library with advanced JavaScript OOP code and DOM manipulation
- Designed and implemented new features for internal web applications using ColdFusion/Mach-II framework and SQL, including three major systems: customer's Control Panel System, Billing and Provisioning System and Support Ticketing System
- Wrote and maintained code in a source controlled development environment using VSS
- Modified and rewrote existing codes to improve application performance and functionality
- Designed MS SQL databases and wrote store procedures/triggers as part of development cycle
- Fixed application bugs and provided instructions to support team to resolve level-3 support tickets

**Morgan, Lewis & Bockius LLP - Information Systems Department**  
**Application Developer (Co-op)**

Philadelphia, PA  
April, 2003 to April, 2004

- Setup and administered all TestDirector users and groups. Enforced the workflow transition rules using VB scripting, and served as TestDirector Administrator
- Enhanced TestDirector functionality by customizing the workflow scripts. Developed VB applications utilizing the TestDirector Open Test Architecture API
- Developed test plans, QuickTest Professional automated test scripts
- Developed MSI installations and wrote custom scripts for application repackaging

## PROJECTS

- Iphone app: SlickFlick is an advanced Netflix management tool that comes with a nice and slick UI focusing on rich user experience and ease of use navigation. More info: <http://itunes.apple.com/us/app/slickflick/id371856685?mt=8>
- Firefox extensions: all extensions are written using XUL and JavaScript. More info: <https://addons.mozilla.org/en-US/firefox/user/6414>
- OpenSocial app: openNetflix is a Netflix RSS aggregator with rich UI interface and ease of use functionality. It allows users to easily browse through lists of movies and share their favorite ones as well as what they're currently watching. More info: <http://www.myspace.com/openNetflix>
- JavaScript Flash Embedded Font: jFEF is a method to replace boring-looking browser text with fancy Flash fonts on the fly. It's built to provide a simple way to transform any typical headlines, elements to more attractive and eye candy looking ones while maintaining full accessibility and SEO friendly. More info: <http://vietnewsonline.com/phonglu/jfef>

## EDUCATION

***Drexel University***

Bachelor of Science - Computer Science

*Philadelphia, PA*

March, 2005