

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

Phone: 626-235-4683
Email: phong_n_lu@yahoo.com
Web: <http://www.vietnewsonline.com/phonglu>

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/HTML 5, JSON, ActionScript, XML/XSLT/XPath/XQuery
- PHP/Zend, Python/Django, Java/JSP, ASP.NET (C#, VB), SQL, ColdFusion, ASP
- Mobile development

Libraries:

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

Development tools:

- Eclipse, NetBeans, Dreamweaver, Photoshop, Visual Studio, Adobe Flash
- SVN, Git, Visual SourceSafe, Apache Ant, Hudson CI
- MySQL, PostgreSQL, SQL, Oracle
- Apache, Linux, AWS Services

EXPERIENCE

Adconion Media Group Lead Software Engineer

Santa Monica, CA
January, 2011 to present

Manage and lead the engineering effort for the redesign and performance improvement on <http://www.joost.com>. Also lead the focus of engineering resources on the next generation of video ads serving platform

- Rearchitect all frontend code and refactor backend server side JavaScript for joost.com
- Architect and build the new video ads serving platform using Django framework and run 100% on AWS environment (EC2/S3/RDS)
- Implement video transcoding service in Zend/Zencoder and integrate it into video ads platform
- Create various ad types that work across many publishers through either ad tag or iframe buster
- Initiate and lead the effort to move existing ads serving platform written in Zend to the cloud for better scalability and performance

MySpace.com - MySpace Games Platform Lead Software Engineer

Beverly Hills, CA
July, 2010 to January, 2011

Led the effort to restructure Games platform (<http://www.myspace.com/games>) as part of a complete overhaul of MySpace focusing on content exploration and discovery with optimal performance

- Refactored all client side code including JavaScript/HTML/CSS to be heavily used jQuery and HTML 5 compliant
- Led the effort to migrate legacy ASP.NET postback pages to reusable custom controls and implemented several optimizations that drastically improve page load time

ReachLocal Sr. Front-end Developer

Woodland Hills, CA
November, 2009 to July, 2010

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

- Managed and implemented new features for different Zend framework applications

- Architected all frontend elements, from overall site layout/UI components to dynamic interactions for one page styled web application
- Defined frontend strategy to fulfill product requirements and ensure optimal and scalable delivery

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 <http://www.celebuzz.com>, from initial mockup review to final product delivery
- Architected cross-browser portable JavaScript frameworks to be used across web properties
- Restructured JavaScript/CSS code to optimize performance and improved page rendering as well as page perceived speed

MySpace.com - MySpace Karaoke

Beverly Hills, CA

Lead Front-end Developer

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
- Rewrote the JavaScript library that handles communication between browser plugin and Flash karaoke player for scalability, performance improvement and better debugging support
- 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

Velocity Services, Inc

El Segundo, CA

Sr. Software Engineer

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

- Architected advanced client-side Ajax/DHTML applications using XML/XSLT/XPath technologies with JavaScript OOP
- Designed and developed core JavaScript framework including rich UI DHTML components. All these modules are written from scratch without using any third-party library
- Managed general oversight of projects and code deployment including applying patch, merging code, committing code to trunk and maintaining nightly builds

HostMySite.com

Newark, DE

Web Developer

May, 2005 to June, 2006

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

- Architected and developed pure client-side applications by combining CFAjax library with JavaScript OOP code
- Designed and implemented new features for internal web applications using ColdFusion/Mach-II framework and SQL

Morgan, Lewis & Bockius LLP - Information Systems Department

Philadelphia, PA

Application Developer (Co-op)

April, 2003 to April, 2004

- Enhanced TestDirector functionality and enforced workflow transition rules using VBScript and served as TestDirector Administrator
- Developed MSI installations and wrote custom scripts for application repackaging

PROJECTS

- JavaScript Flash Embedded Font: jFEF <http://vietnewsonline.com/phonglu/jfef>
- Iphone app: SlickFlick <http://itunes.apple.com/us/app/slickflick/id371856685?mt=8>

- OpenSocial app: openNetflix <http://www.myspace.com/openNetflix>
- Firefox extensions: <https://addons.mozilla.org/en-US/firefox/user/6414>

EDUCATION

Drexel University

Bachelor of Science - Computer Science

Philadelphia, PA

March, 2005