

**John Kuan**  
Baltimore, Maryland.  
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**Wordpress Developer. Institute of Marine and Environmental Technology.** Baltimore, Maryland. *Contract (Present)*

- Proposed revisions to existing Wordpress blog to streamline sales and entrepreneur applications.
- Updated graphics and copywriting to accommodate corporate updates.
- Developed directory page for existing entrepreneurship incubator participants.

**Multimedia Developer. Destroy Art Inc. San Francisco, California.** *Contract (Present)*

- Animated 1 minute trailer for featured artworks for 'Homeland In\$ecurity' Exhibition for social media.
- Developed motion graphics showcase for featured artist, Zara Kand.

**Hospice Volunteer. Gilchrist Center.** Baltimore, Maryland. *Volunteer (2019 to Present)*

- Help provide patients and families with compassionate care and support during the end-of-life process.
- Doula-in-training with The International *End of Life* Doula Association (*INELDA*)

**Multimedia Development & Owner. Lightforge.** Malaysia (2014 to 2018)

- 'Northern Hemisphere' 360-degree dome projection installation & performance space for Georgetown Art Festival 2016, a major arts event with over 250,000 attendees for 30 days.
- Collaborated with Epson Malaysia for USD10,000 projector sponsorship.

**Technical Training Senior Advisor. Dell Global Support & Deployment, Learning & Development.** (2011 - 2016)

- Instructional multimedia developer (photography, videography, motion graphics) for new products including desktops, laptops (Latitude, Precision, XPS, Vostro), laser printers, and peripherals (monitors & graphics cards), as well as new hire on-board training materials.
- Conducted region-wide training needs analysis, created courseware outlines, scripted LMS content (SDL/Saba Cloud).
- Asia-Pacific lead audio engineer & voice-over artist for all GSD Learning & Development projects.
- Recorded multi-language scripts for localized training content (Japanese / Chinese / French / English).
- Winner of Videographer Awards 2016 (Excellence) for GSD L&D Digital Media and Videographer Awards 2016.

**Copywriter, Content Producer, Multimedia Specialist. Mindvalley LLC (Kuala Lumpur).** (2007 - 2009)

- Lead copywriter and producer of "Silva Mind Power Center", a product which sold over US\$54,000 within the first 6 hours of launch, with an 18% conversion.
- Lead copywriter and producer for "The Winning Sage" product. Wrote sales copy, edited video on Final Cut Pro, published DVD with American-based drop-shipping company, coordinated product launch. Sold over US\$68,000 worth of products in 6 months.
- Authored auto-responder emails, weekly newsletters, and blog postings that contributed to SEO and organic sales; best month January 2009 with US\$24,000 within 24 hours of newsletter blast, with a 22% conversion rate.
- Managed acquisition and maintenance of mailing list of over 280,000 subscribers with valid ICANN best practices.

**Education**

**School of Communication - State University of New York at Buffalo - Bachelor of Arts, Informatics, 2001 - 2004.**

**Software Competencies**

**Adobe Creative Suite CC - Lightroom, Captivate, Photoshop, Illustrator, Dreamweaver, Premiere, AfterEffects, Acrobat, Soundbooth, Encore, On-Location, In-Design, Audition, Media Encoder.**

**Other - Articulate, Camtasia, Microsoft Office Suite, Quartz Composer, Aperture, Touchdesigner. Final Cut Pro.**