

RAMS YAP SOON FATT

Creative Technologist



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Skills

HTML & CSS
Vue & Javascript
Project Management
Visual Design
Digital Marketing
Adobe Creative Cloud

Industry

Food & Beverages
Media & Marketing
Leisure, IT & Software
Diversified Financials

Summary

Development expert delivering user-focused digital solutions that drive business success. Versed in web design, frontend coding, branding, and automation, with a proven ability to translate business needs into impactful products through cross-team collaboration.

Creative Technologist

Cross Solutions | 2016-present

Impactful Contributions

Project: iGaming Operations Coordinator

Spearheaded client requirements & prepared game materials for B2C operators across APAC, collaborating with stakeholders & internal departments. Contributed to the company's transition to an APAC-focused leader, helping streamline operations & enhance player engagement platforms.

Project: White label digital products

Designed and developed customizable digital products using a design system for various brands, sold as white-label templates for rebranding and resale.

Project: Startup Crypto trading platform

Contributed to a startup, Whaledoo, that raised approximately RM10m and gained experienced investors for the PRO version of the application.

Project: RM1 Ecommerce

Led the development of Scoopdepool, a revolutionary RM1 Lucky Draw eCommerce platform with cross-platform design, managing the process end-to-end from pitch to product launch.

Head of productions

MediaCLIQ | 2011-2016

Started as digital designer & promoted to head of production focus on hands-on, consult, lead and manage frontend production. Involve in Pavilion KL, Airasia, and mainly F&B industry.

Web designer

IBC Corp | 2010-2011

Designed branding assets for digital and print, and developed front-end solutions for in-house projects and client campaigns.

Brands I'm Proud to Have Collaborated With

FWF Hotpot | Pavilion KL | McDonald | Castrol | Nescafe | Volvo | BSN Bank | Nando's | LaCremeria | MAGGI | MILO | Airasia | Nestum | Purina | MediaCorp | AXA Insurance | TCE EXPO