RAMS YAP

CREATIVE TECHNOLOGIST (UI UX)

✉ edson00yap@gmail.com 　 🔗 edsonyap.github.io/RAMS/

📱 +60 16-6862512 　 📍 Kuala Lumpur, Malaysia

Experienced in web design, frontend development, and branding, with 14+ years in digital product execution and cross-functional collaboration. Skilled in translating business goals into customer-centric designs, optimizing workflows, and bridging B2B/B2C needs. Adept in HTML/CSS, AI-assisted image manipulation, and scaling design teams to meet evolving digital demands.

CORE SKILLS

DESIGN

- UI / UX Product Design
- Adobe Creative Cloud
- Figma & Adobe XD
- Wireframe & Prototyping
- Animations
- Graphics Automations
- AI-assisted Image Gen.

DEVELOPMENT

- UX Frontend development
- Design Systems
- HTML 5 & Vanilla Javascript
- CSS3 & SCSS
- Gulp & npm
- Bootstrap & Tailwind
- Vue.js
- Python & Automation

INDUSTRY

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

EXPERIENCE

Frontend & Productions Lead (UI UX)　💼 Cross Solutions　📅 Mar. 2016 – Present

- Spearheaded UI/UX initiatives while also coordinating iGaming operations, aligning client requirements and preparing game materials for B2B operators across APAC. This contributed to the company's transition into an APAC-focused leader.
- Proposed marketing & technical ideas in collaboration with stakeholders, ensuring feasibility for B2B and streamlining operations.
- Designed & developed 7+ customizable digital products for white-label rebranding & resale.
- Led strategy, design & frontend development for a crypto trading platform, securing RM10M and attracting key investors.
- Managed marketing, design & development for a RM1 eCommerce platform, handling everything from pitches to product launch and marketing.

Head of Productions　💼 MediaCLIQ　📅 2011- 2016

- Progressed from Digital Designer to Head of Production, leading frontend development, consulting, and managing production workflows across industries like Pavilion KL, AirAsia, and major F&B brands.
- Developed a creative mindset that bridges design and development, integrating digital marketing strategies, SEO, and user engagement insights to create impactful campaigns.
- Played a key role in pitching creative and technical solutions, aligning business goals with design execution to drive successful digital experiences.
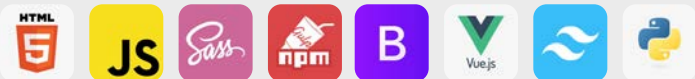
Web designer　💼 IBC Corp　📅 2010 - 2011

- Designed branding assets for both digital and print, developing a strong foundation in visual identity and marketing materials.
- Expanded beyond print into frontend development, creating web solutions for in-house projects and client campaigns.
- Evolved into a digital designer by bridging traditional branding with interactive and online experiences.

DESIGN TOOLS

DEVELOPMENT TOOLS

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LATEST EXPERIENCE

Frontend & Productions Lead (UI UX)   💼 Cross Solutions   📅 Mar. 2016 – Present

> Driving design leadership, operational efficiency, and strategic growth. Built and managed a multidisciplinary team while optimizing workflows through automation. Spearheaded white-label product development, APAC market expansion, and high-impact digital solutions across B2B.

KEY CONTRIBUTIONS

- Operational Automation & Workflow Optimization: Improved efficiency by automating design and marketing workflows, reducing manual workload, minimizing errors, and optimizing asset organization.
- B2B Gaming & APAC Expansion: Spearheaded client requirements and prepared game materials for B2B operators across APAC, collaborating with stakeholders and internal teams.
- White-Label Digital Products: Designed and developed 7+ customizable digital templates using a scalable design system, enabling branding and resale for diverse clients.
- Startup Crypto Trading Platform: Contributed UI/UX and frontend development to "Whaledoo", securing ~RM10M in funding and attracting key investors.
- RM1 eCommerce Platform: Led design and development of "Scoopdepool", a groundbreaking RM1 Lucky Draw eCommerce platform, hands-on design, stakeholder pitches, and product launch.

CORE RESPONSIBILITIES

- Built & lead a scalable design team, securing VP approval and structuring roles across UI/UX, frontend, and graphic design.
- Developed efficient design systems for B2B and B2C, optimizing branding, web ux, and engagement strategies.
- Worked cross-functionally with multinational stakeholders, ensuring design solutions aligned with diverse market needs and business goals.
- Automated workflows to enhance operational efficiency, reducing manual effort and minimizing errors.
- Applied AI-assisted image manipulation to meet creative and client demands effectively.
- Mentored junior designers, fostering skill growth and strategic thinking.
- Supported the company's APAC expansion by refining engagement platforms and streamlining design operations.

DESIGN TOOLS

DEVELOPMENT TOOLS