

RAM YAP SOON FATT

Information Architecture



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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

Information architecture in the digital industry as a technology consultant, frontend developer & UXUI. Experienced in agency and startup environments involved in business ideas, design, and to product launch.

Experience

sdpool technology | 2016 - present

Crypto trading platform | Whaledoo

Startup raise approx. RM5m & gain experience investors venture for PRO version of the application.

China Hotpot Franchise | Fwf Hotpot

Work with mainland china franchise, branding and localization for Malaysia. Opened up to 4 branch by the end of 2022.

RM1 ecommerce | Scoopdepool

Revolutionary RM1 Lucky draw ecommerce with cross platform design. End to end from pitch to product launch.

White label digital products

Design & develop products with design system for various brands, and sold as white label templates.

MediaCLIQ | 2011 - 2016

Head of productions in digital agency

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.

IBC Corp | 2010 - 2011

Web designer in advertising agency

ATL to BTL branding design, front-end development for in-house and clients.

Brands that I've worked with

- Pavilion KL • McDonald MY • Castrol MY • Nescafe MY • Volvo • BSN • Nando's MY & SG • LaCremeria • MAGGI MY • MILO MY • Airasia • Nestum MY • Purina MY & SG • MediaCorp • AXA • TCE • EON Bank •