

# Jasper Yong Zheng Hong

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Dedicated **Full-stack Web Developer** with **8+ years of experience** across front-end and back-end development. Proficient in crafting responsive, user-centric web solutions for diverse industries. Proven ability in team leadership, optimize SEO, and manage project effectively. Passionate about delivering engaging web experiences and continuously expanding expertise in the latest technologies.

## Professional Experience

### Full-Stack Web Developer

**Fishermen Analytics** | USJ, Selangor, Malaysia (2015 - 2024)

**Website Design & Development:** Develop and maintain responsive websites using HTML, CSS, JavaScript, and WordPress. Optimized performance and reliability for seamless user experiences.

**SEO & Analytics:** Increased average SEO scores from 50 to 80+, boosting search engine visibility. Leveraged analytics to enhance user engagement.

**Team Leadership:** Lead a small team of developers and designers in delivering web solutions, from email templates to full-fledged websites with CMS. Implemented organizational tools, improving team communication and efficiency.

**Project management:** Managed projects for clients like Yayasan Petronas, Petrosains, Paramount Property, Taylor University, ensuring on-time delivery and driving brand engagement.

**UI/UX improvements:** Collaborated with content and design teams to enhance UI/UX, increasing user retention. Streamlined navigation and improve SEO consistency across all platforms.

**Multimedia Proficiency:** Beyond web development, frequently assisted with graphic design, video editing tasks, showcasing versatility and supporting team success. Provide tech support, helping colleagues solve challenges in unfamiliar technical areas.

## Technical Expertise

### Languages

HTML CSS JavaScript PHP  
TypeScript

### Frameworks / Libraries

AstroJS VueJS WordPress  
BootstrapCSS TailwindCSS

### Tools

Git & GitHub Linux / CLI Bash  
MySQL GitHub Actions Docker  
Obsidian.md AI Chatbots

### Design & UX

Figma Penpot Adobe Photoshop  
Adobe Illustrator Inkscape

## Additional Competencies

Project management Team leadership  
SEO Optimization Responsive design  
Performance tuning

## Key Projects

### YayasanPetronas.com.my - CSR Platform

Developed and launched a CSR-focused website, enhancing the visibility of social initiatives and increasing donor engagement. Leveraged intuitive UX design to ensure seamless navigation and engagement.

**Successfully drove awareness of the organization's activities, culminating in a high-profile launch event led by Dr. Wan Azizah.**

### Petrosains.com.my - Nation's STEM Advocacy

Redesigned and revamped the Petrosains website to better support STEM advocacy in Malaysia. The overhaul and refresh interface that emphasizes for catering to a diverse user group ranging from students to educators.

**Significantly enhanced visibility and accessibility of STEM resources, increasing community outreach and education content.**

### ParamountProperty.my

Managed and expanded the Paramount Property website portfolio, growing the number of projects from 10 to 15 over 7 years. Collaborated with the in-house IT team to ensure continuous service improvement and uptime.

**The continuous enhancements contributed to increase user satisfaction and efficiency, supporting sustained business growth.**

### BersatuForMakan - Fishermen x BFM Campaign

Contributed to a collaborative campaign with BFM to highlight Malaysia's rich culinary heritage after the omission from Netflix's Street Food series by developing dedicated microsite. The microsite played a key role in driving campaign success, which, with a modest budget of RM2000, reached almost 3 million people and generated RM700k in earned media.

**Achieved a 628% increase in engagement and sixfold in followers, providing significant PR mileage for BFM.**

## Personal Achievements

**Self-Taught Developer:** Successfully self-taught to become a senior full-stack web developer, continuously expanding expertise in the latest technologies and industry best practices.

**Team Leadership:** Groomed junior developer, instilling best practices and reducing onboarding time. Pitched new project management processes that improved team cohesion and efficiency.

**Project Management:** Managed projects from concept to launch, delivering on time and implementing agile methodologies for improved team productivity.

## Education

### BA (Hons) in Computer Games Design

University of Teesside, United Kingdom  
(2009 - 2012)

### Diploma in Multimedia Design

The One Academy, Malaysia  
(2006 - 2008)

## Languages

English (Fluent)

Chinese (Fluent)

Bahasa Malaysia (Fundamental)

## Interests & Continuous Learning

Interests

Generative Art

Artificial Intelligence

Music / EDM

Philosophy

Economics

Woodworking

Learning

AI Integration in WebDev

BaaS / AppWrite

Advanced TypeScript

## Professional Philosophy

I am passionate about **continuous learning** and creating impactful, user-centric solutions through **cutting-edge technology**. I value **simplicity and clarity** in design, and approach UX challenges with both philosophical and creative problem-solving. I strive for a balance in work and life through interests like music, woodworking, and art. Currently exploring AI integration in web development.

*References available upon request.*



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