

Yong Zheng Hong (Jasper)

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Dedicated **Full-Stack Web Developer** with **9+ years of experience** spanning front-end, back-end, and full-stack development. Proven track record in leading teams, significantly boosting SEO performance, and effectively managing complex projects and concept to launch. Passionate about leveraging modern technologies to build engaging, user-centric web solutions and continuously exploring the intersection of technology, creativity, and effective knowledge systems.

Professional Experience

Full-Stack Web Developer

Fishermen Analytics | Aug 2015 - May 2024

Website Design & Development – Developed and optimized responsive, user-centric websites and applications with HTML, CSS, JavaScript, and WordPress, enhancing performance and reliability.

SEO & Analytics – Spearheaded SEO initiatives, increasing average site scores from 50 to 80+% and significantly boosting organic search visibility. Analyzed user data to inform design and content strategies that improved engagement.

Team Leadership – Led a small cross-functional team of developers and designers, overseeing project delivery for diverse web solutions from ideation to deployment. Introduced organizational tools and practices that enhanced team communication and efficiency.

Project management – Managed the full lifecycle of web development projects for key clients including Yayasan Petronas, Petrosains, Methodist College Kuala Lumpur, ensuring timely and on-budget delivery.

UI/UX improvements – Collaborated closely with design teams to implement UI/UX enhancements, improving user retention and engagement. Streamlined navigation and standardized SEO practices across client platforms.

Multimedia Proficiency – Apply versatile skills beyond web development, assisting with multimedia tasks (design, video editing) to support project goals and providing technical mentorship to colleagues navigating new technologies.

Technical Expertise

Languages

- HTML
- CSS
- JavaScript
- TypeScript
- PHP

Frontend Technologies

- Astro.js
- TailwindCSS
- WordPress
- P5.js
- BootstrapCSS
- Vue.js
- React.js
- Phaser3

Backend Technologies

- Git / GitHub
- Node.js / NPM
- MySQL
- CI/CD
- Vercel
- Docker
- Express
- PostgreSQL

Tools

- Linux
- Bash
- Obsidian.md
- VS Code
- Cursor
- Google Workspace

Design Software

- Figma
- Adobe Photoshop / Illustrator
- GIMP / Inkscape

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
- **Culminated 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.

- **Created an overhauled and refreshed interface catering to diverse user groups from students to educators**
- Significantly enhanced visibility and accessibility of STEM resources
- Increased community outreach and education content distribution

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**
- Contributed to increased user satisfaction and efficiency
- Supported sustained business growth through digital presence optimization

BersatuForMakan - Fishermen x BFM Campaign

Led the technical execution for a collaborative campaign (Fishermen x BFM 89.9), designing and developing a dedicated microsite from concept to launch.

- Achieved exceptional results on a modest RM2000 budget, reached nearly 3 million people and generated RM700k in earned media value.
- **Drove a 628% increase in engagement and sixfold follower growth, delivered significant PR impact and visibility for the partner organization.**

Education

BA (Hons) in Computer Games Design

University of Teesside, UK (2009 - 2012)

- Focus on Games Design & Documentation

Diploma in Multimedia Design

The One Academy, Malaysia (2006 - 2008)

- Art & Design, Multimedia Fundamentals

Languages

English (Fluent)

Chinese (Fluent)

Bahasa Malaysia (Basic)

Additional Competencies

- Advanced problem-solving and analytical thinking
- Project planning and documentation methodology implementation
- UI/UX design principles and best practices
- Performance optimization techniques
- Secure coding practices and implementation
- Cross-browser compatibility and responsive design

Interests

- Exploring Generative Art and Creative Coding
- Reading Philosophy, Economics, and History
- Building Personal Knowledge Management Systems
- Exploring emerging technologies in web development

References available upon request.



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