

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