

Yong Zheng Hong (Jasper)

<https://jasperyong.com/portfolio>

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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 from 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 – Applied 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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