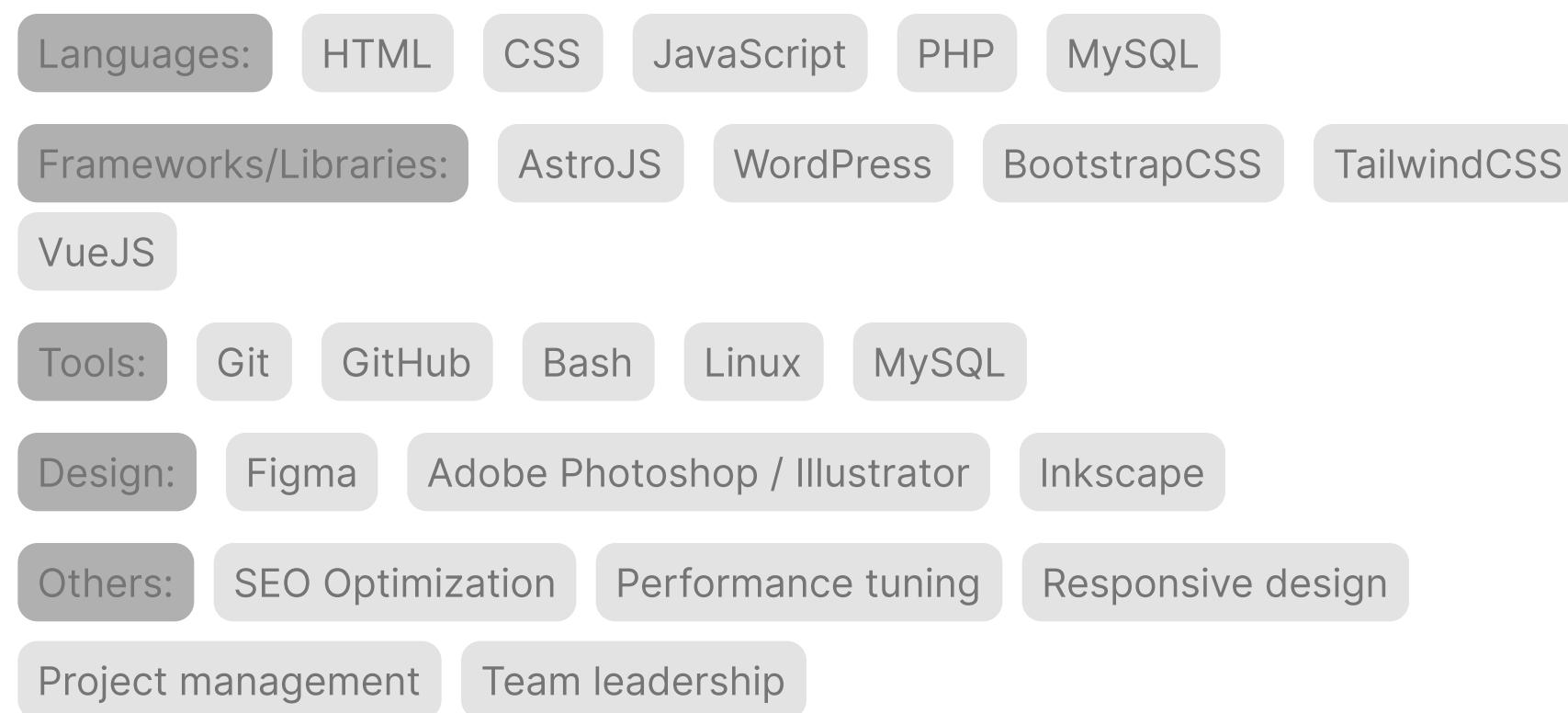


# Jasper Yong Zheng Hong

Detail-oriented and innovative Full-stack Web Developer with 8+ years of experience in frontend & backend development. Skilled in creating responsive, user-friendly websites and applications across various industries. Passionate about leveraging cutting-edge technology to deliver engaging digital solutions. Adept at leading small teams and collaborating with cross-functional groups to ensure alignment with client requirements.

## Skills



## Professional Experience

### Web Developer

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

- Develop and maintain responsive websites using HTML, CSS, JavaScript, and WordPress
- Lead a small team in producing and consulting on web solutions, from email-templates to full-fledged websites with content management systems
- Implement SEO strategies improving website speed & SEO scores to an average of 75+
- Implemented SEO strategies that significantly enhanced website performance, increasing both speed and SEO scores to an average of 75+ across multiple platforms.
- Collaborate with cross-functional teams to ensure alignment with client requirements
- Manage website updates, troubleshooting, and performance optimization
- Spearhead projects for notable clients including Petrosains, Yayasan Petronas, Methodist College KL / Penang, Paramount Property, Taylor's University, BSN.
- Contributed to the development of websites for award-winning marketing campaigns, including BFM's acclaimed 'Bersatu for Makan' initiative.

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📍 Taman Petaling Utama, 46150 Petaling Jaya, Selangor

## Education

- **BA (Hons) in Computer Games Design**

University of Teesside, United Kingdom | (2009 - 2012)

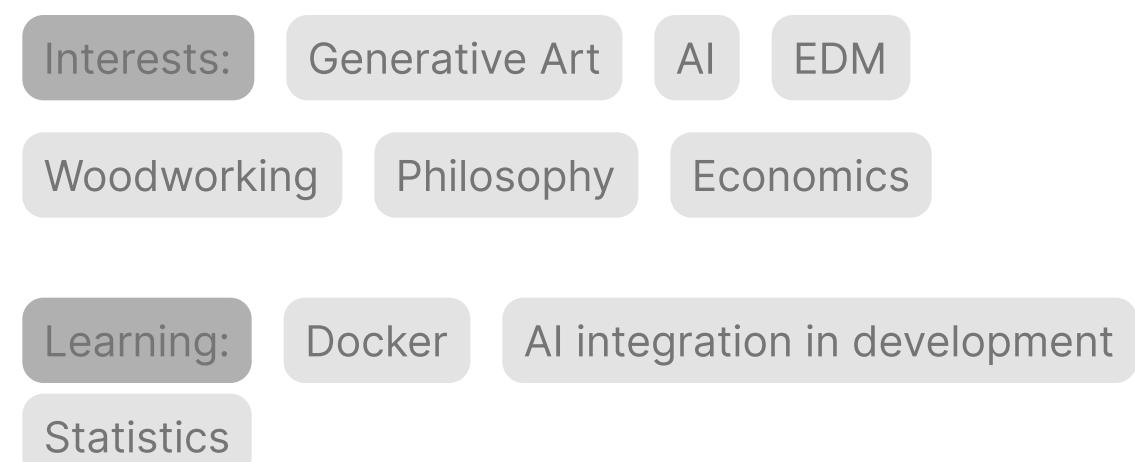
- **Diploma in Multimedia Design**

The One Academy, Malaysia | (2006 - 2008)

## Languages

English (Fluent), Chinese (Fluent)

## Interests & Learning



## Professional Philosophy

Committed to delivering high-quality, user-centric web solutions while staying adaptable to evolving technologies. Strong advocate for self-directed learning and continuous growth and leveraging AI tools to drive innovation in both work and everyday life, while Keeping it Simple, Essential.

## Key Projects

- **Petrosains Website Redesign**

Led the redesign initiative, significantly improving user experience and increasing visitor engagement

- **Yayasan Petronas Web Platform**

Developed a comprehensive platform launched in 2019, inaugurated by Dr. Wan Azizah Wan Ismail

- **MCKL Website & Microsites**

Successfully managed multiple sites, ensuring quick updates and maintaining consistent branding across all platforms