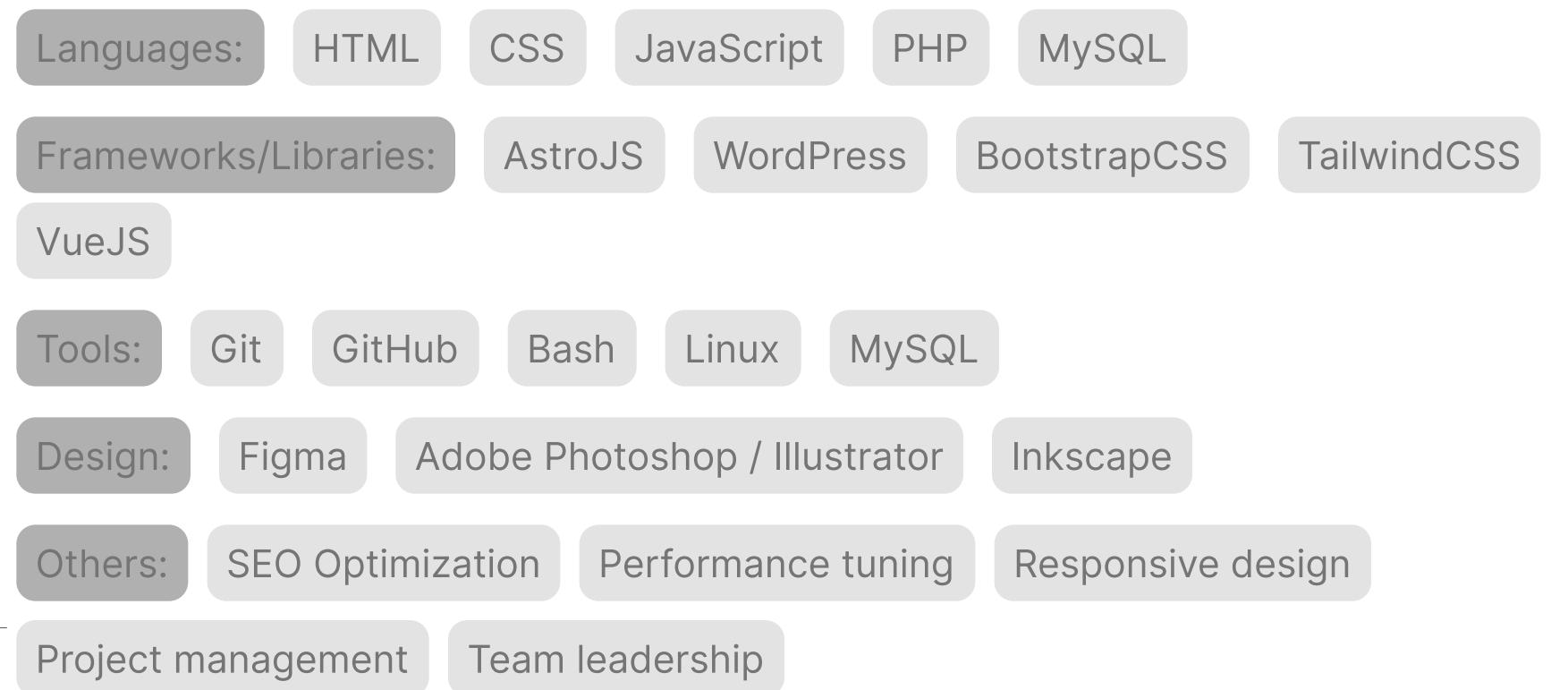


Yong Zheng Hong, Jasper

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.

Previous Experience

- **Barista**, Starbucks | Ampang, Kuala Lumpur | (2012 - 6 months)
Developed teamwork and multitasking skills in a high-pressure environment.
- **Multimedia Designer**, Mexpo Printing Studio | Puchong, Selangor (2009)
Created print marketing materials and collaborated on exhibition setups.

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Selangor
✉ jasper.yzh@gmail.com
📞 0133912105
🌐 <https://www.instagram.com/jasperyzh/>

Education

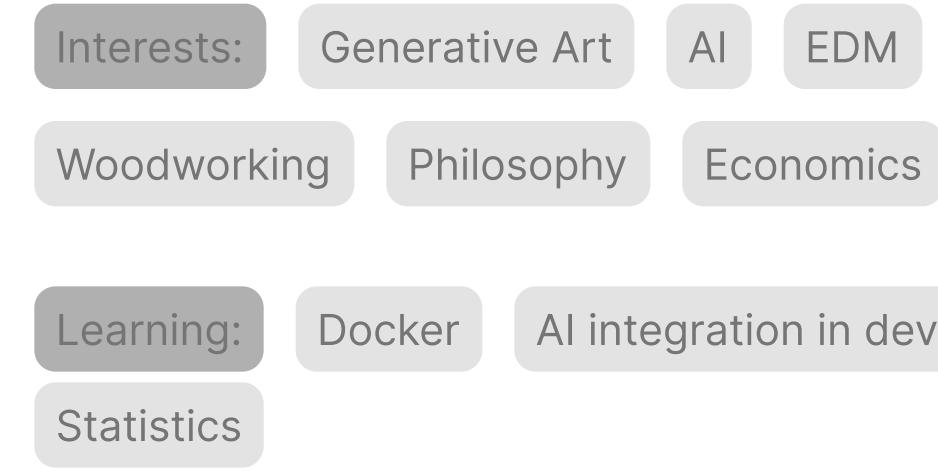
- **BA (Hons) in Computer Games Design**
University of Teesside, United Kingdom | (2009 - 2012)
- **Diploma in Multimedia Design**
The One Academy, Malaysia | (2006 - 2008)

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. 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