

# 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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