

# Jonathan Wong

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## TECHNOLOGIES USED

Next.js, React, TypeScript, Redux, Zustand, Radix UI, Tailwind, Framer Motion, Postgres, MySQL, Node.js, Express.js, Supabase, Strapi, Directus

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## PROFESSIONAL EXPERIENCE

### Vioo Company Ltd

Feb 2023 - Present

Frontend Programmer

- Led the design and revamp of a large scale WordPress website using Next.js incremental static regeneration and Strapi, reduced loading time of 2000+ pages by over 90%
- Implemented UI updates and conducted extensive code refactoring to align codebases of several existing projects with industry standards and best practices
- Participated in end-to-end frontend development on multiple projects simultaneously
- Applied modern UI/UX principles and animations to both website and mobile app projects, enhancing user engagement and satisfaction

### NOSH Meal Plans

Mar 2021 - Apr 2022

Marketing Executive

- Led several social media campaigns throughout tenure, doubled user engagement rate and increased follower count from 5,000 to more than 10,000
- Optimised ad spending by conducting in-depth analysis of targeted user demographics, while boosting customer engagement and driving revenue growth
- Identified SEO keywords and improved overall search ranking, drove organic traffic by over 35%
- Identified and engaged with over 200 KOLs that align with the brand's image to endorse products

### CACEIS Hong Kong Trust Company Limited

Aug 2019 - Jul 2020

Intern

- In charge of all company design materials for internal events and HR campaigns
  - Monitored and validated market pricing data of investment products in internal repositories
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## EDUCATION

### Xccelerate Bootcamp

Aug 2022 - Feb 2023

Full Stack Software Engineering (Web Development)

- Projects:
  - Mobile app that allows users to track the restaurants they have been to (MERN)
  - Job hunting site that matches employers and candidates by programming language (MVC)

### University of Essex

Oct 2017 - Jul 2021

Marketing (including placement year) BA

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**Languages:** English, Cantonese, Mandarin, Japanese