




# KEVIN KOO YI ZEN

TECH ENTHUSIAST | ENTREPRENEUR | MENTOR

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GITHUB 

LINKEDIN 

STACK  
OVERFLOW 

## PROFESSIONAL PROFILE

Passionate tech startup professional with a track record of driving innovation, growth, and market dominance. I have expertise in identifying untapped opportunities, leveraging emerging technologies, and building high-performing teams. I have a borderline unhealthy obsession with optimisation and scalability.

## WORK EXPERIENCE

### CHAPTER LEAD - GOODWHALE, 2020 - PRESENT

<https://www.goodwhale.com>

- Successfully built and launched an equity analysis tool with educational modules.
- Hired, grew and led a team.
- Foster strategic alignment, streamline processes, and promote cohesive decision-making across multiple teams.
- Clearly define performance expectations for individuals based on their roles and levels, ensuring alignment with organizational goals.
- Conduct regular performance and development discussions, delivering constructive feedback and providing coaching as needed.
- Supervise system designs within the designated domain, critically evaluating product or system development code.
- Conduct thorough code reviews, offering constructive feedback to ensure adherence to best practices.

### FULL-STACK WEB DEVELOPER - TRIPFEZ TRAVEL SDN BHD, 2019 - 2020

<https://www.tripfez.com>

- Successfully revamped the existing website, resulting in the acquisition of 300 thousand users.
- Developed and implemented a content management-based system with Laravel.
- Re-architected the website using a microservice-based structure with Symfony.
- Integrated the BillPlz payment system.
- Implemented Webpack and Vue.
- Configured and maintained an AWS-based infrastructure for the website
- Established a CI/CD flow with Circle CI.

### CTO/CO-FOUNDER - BEACON ACCOUNTING, 2017 - 2019

<https://beaconsbay.com>

- Successfully built an accounting product and onboarded over 200 businesses.
- Hired, grew and led a team.
- Conducted on-site demonstrations and training for clients.

### CO-FOUNDER - RENARIUM, 2016-2017

- Developed an intermediary renting platform for the C-C market, enabling household item rentals.
- Conducted comprehensive market research.
- Successfully secured funding.

## EDUCATION

### SCRUM MASTER CERTIFIED - 2021

Scrum Alliance

### FULL-STACK WEB DEVELOPMENT - 2017

Next Academy - Malaysia

### BENG (HONS) MECHANICAL

### ENGINEERING WITH MANAGEMENT - 2016

University of Manchester - United Kingdom

## TECHNICAL SKILLS

FLUTTER/DART

LARAVEL/PHP/SYMFONY

JAVASCRIPT - VUE

HTML/CSS/SCSS

WEBPACK

MYSQL/POSTGRESS

NGINX/APACHE2

GIT - GITHUB/BITBUCKET

CIRCLE CI/JENKINS

PYTHON

RUBY/ROR