

# MOHD AMIRUL ASRAF MOHAMAD NASIR

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Note to recruiter: I am currently making a full-time transition to Malaysia to take care of my family. I will be leaving Sydney on December 13, 2023.

## Summary

Innovative Front-End developer with a proven track record in delivering world class web solutions, optimising user experience, and pioneering digital transformation. Expert in React, Next.js, and headless CMS integration, with notable success in enhancing performance metrics and user engagement for top-tier clients.

## Experiences

### FRONTEND DEVELOPER — White Rabbit, Australia

March 2020 - present

- Spearheaded the MVP design and build for a road safety management system, revolutionizing contractor-manager interactions through omnichannel communication. Harnessed Next.js, Supabase, and TypeScript to forge a user-friendly platform featuring a shareable canvas, QR access, and slideshow creation, securing a Tier 1 Civil Engineering trial client within three months.
- Routinely led the development of accessible, UX-centric headless kiosk web applications using React, with smooth integration into CMS platforms like Contentful, Sanity, Craft and WordPress.
- Streamlined a React project by migrating to Vite and TypeScript, cutting startup time by 3x and integrating unit tests, bug tracker, and analytics for a more scalable, efficient codebase.

### CO-FOUNDER & FRONTEND DEVELOPER — Bestari Digital Solutions, Malaysia

June 2018 - February 2021

- Revamped a client's WooCommerce site, reduced buying friction by implementing popular features that are available of market leader websites, enhancing UX for mobile users, SEO and trimming load times from 5.5 to under 1.5 seconds, which yielding a 330% boost in organic sales and doubled customer lifetime value.
- Led and fostered collaboration among diverse agencies, and freelancers to deliver digital products including and not limited to headless marketing website, headless e-commerce and web application
- Educate clients about all potential solutions to their problems and provide assistance throughout their digital transformation journey.

### FREELANCE FRONTEND DEVELOPER — Australia

December 2016 - October 2019      html5, css, js,

- Developed and optimized Decathlon Australia's Freshdesk interface, slashing support tickets by 40% and customer response times by half, and delivered custom Outlook friendly EDMs using Salesforce to elevate their marketing campaigns.
- Maintained 4.9 stars with 91% completion rate from 139 tasks on Airtasker platform.
- Collaborated with digital agencies to deliver pixel-perfect websites and e-commerce solutions including and not limited to Wordpress, Shopify, and Magento, driving user engagement and sales.

## Projects

NPIQTest.com — Spatial IQ test platform    Nextjs, Stripe, React Query, Postgresql

## Skills

Programming language: Javascript (fluent), Typescript (proficient), C (prior), Java (prior)

Framework: Reactjs, Nextjs,

Tools: Git, Jira

Library: React Query, Prisma, Stripe

## Education

Bachelor of Electrical Engineering, University of New South Wales (UNSW), Australia

2009 - 2015