



FRONTEND DEVELOPER

Frontend Developer and Creative Technologist with 8+ years of experience delivering scalable web experiences and digital products across media, agency and product environments.

Key Achievements

- Delivered ThinkChina Phase 3 and the RedAnts Web2 revamp, enhancing content discovery, video engagement, navigation, and user experience across major media platforms.
- Built and scaled production web experience for 20+ regional and international brands including SPH Media, Grab, Esplanade, AIA, Malaysia Airlines, Proton and Amway
- 8+ years of experience developing scalable frontend systems with React, TypeScript, Vue and modern web technologies

CONTACT

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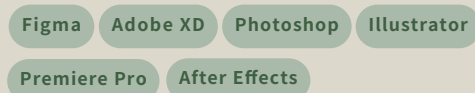
Linkedin
linkedin.com/in/jingliseah

Portfolio
jingliseah.com

TECH SKILL



CREATIVE TOOLS



AWARDS

Webby Award Honoree 2023

Best Practice Websites / 6th
Esplanade: In New Light

Best CSR Websites Worldwide / 4th
Grab ESG: Millions of New Beginnings

Kancil & Student Kancils 2018

Packaging Design / Bronze
Tealive: Bottles That Live Forever

Physical Experience / Merit
Space Landers

Scooler Awards 2017

Best Digital Awards / Finalist
Shit Happens, Handle it Like a Boss

Best Corporate Identity / Silver
Box Me: Container Space

Adobe Design Achievement Award 2017

Social Impact - Web / App / Game Design
Space Landers

EXPERIENCE

Creative Technologist (Frontend Dev) / SPH Media Singapore
[Oct 2023 - Present]

- Developed and maintained frontend experiences for ThinkChina, RedAnts and Lianhe Zaobao using React, TypeScript and Tailwind CSS.
- Built reusable components and scalable frontend architecture across multiple products.
- Modernized legacy systems through Web2 migration initiatives and modern web technologies also improved performance, accessibility, SEO and mobile responsiveness across digital platforms.
- Work closely in Agile development processes, including sprint planning, estimation and delivery workflows using Jira.

Experience Analyst / GrowthOps Asia
[Jun 2022 - Oct 2023]

- Designed user-centric UI/UX solutions for enterprise and consumer platforms by conducting research, workshops and stakeholder discussions to translate business requirements into digital experiences.
 - Produced user flows, prototypes and design systems to support product development.
- Clients:** Malaysia Airlines, RHB, Australian Banking Association, Amway, UMobile

Frontend Developer / GrowthOps Asia
[Oct 2018 - Jun 2022]

- Developed responsive web using Vue, JavaScript and modern frontend technologies.
- Collaborated closely with designers, backend developers and project managers to deliver production-ready solutions.
- Implemented reusable UI components and optimized performance across large-scale digital platforms.
- Contributed to award-winning interactive experiences for regional and international brands.

Clients: Grab, Esplanade SG, Essilor, UMobile, Proton, Amway, Magnum4D, LIA SG, AIA SG & MY, Drinkies

Creative Technologist / TBWA Kuala Lumpur
[Sept 2017 - Sept 2018]

- Developed interactive campaign microsites, HTML5 experiences and creative prototypes.
- Bridged design and development teams to bring concepts into functional digital experiences.
- Worked with animation, frontend technologies, and emerging media to support campaign execution.

Clients: Tealive, Sunsilk, Clear, Pizza Hut, Scania, Singapore Tourism, Lawasia

Frontend Intern / APD Digital Service
[Apr 2017 - Jul 2017]

- Assisted in frontend development, EDM production and website maintenance.
- Supported UI/UX and content implementation through Adobe Experience Manager (AEM).
- Collaborated with designers and developers on client-facing digital projects.

Clients: AIA SG & MY, Maxis, Hotlink, Annum

POSITION SOUGHT

I aspire to contribute as a **Senior Frontend Developer**, building scalable and engaging digital experiences that bridge technology, creativity, and user needs.

I am also open to opportunities as a **Creative Technologist** or **UI Developer**.