



FRONTEND DEVELOPER

8+ years of experience as a Frontend Developer delivering scalable web applications and digital experiences across media, agency and product environments. Specialised in React, TypeScript, Vue and modern frontend technologies with expertise in reusable component architecture, performance optimisation, and maintainable code. Experienced in building production-ready digital platforms, collaborating with cross-functional teams and leveraging AI-assisted tools such as Claude Code and Copilot to enhance development workflows.

CONTACT

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Github
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TECH SKILL

React TypeScript JavaScript Vue

Tailwind HTML CSS GSAP Git

Bootstrap Handlebars Pug

CREATIVE TOOLS

Figma Adobe XD Photoshop Illustrator

Premiere Pro After Effects

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

[Oct 2023 - Present]

Creative Technologist (Frontend Dev) / SPH Media Singapore

- Developed and maintained frontend experiences for ThinkChina, RedAnts and Lianhe Zaobao using React, TypeScript and Tailwind CSS. Set up Tailwind CSS architecture and reusable styling patterns to support scalable UI development.
- Design and implement reusable components and scalable frontend architecture across multiple products, improving development efficiency and consistency.
- Modernized legacy systems through Web2 migration initiatives and modern web technologies also improved performance, accessibility, SEO and mobile responsiveness across digital platforms.
- Collaborate within Agile development teams, contributing to sprint planning, estimation, technical discussions and delivery workflows using Jira.
- Independently developed a full-stack application using PostgreSQL as the database layer, implementing data management, API integrations and frontend interfaces to support end-to-end user workflows.

[Jun 2022 - Oct 2023]

Experience Analyst / GrowthOps Asia

- 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

[Oct 2018 - Jun 2022]

Frontend Developer / GrowthOps Asia

- 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

[Sept 2017 - Sept 2018]

Creative Technologist / TBWA Kuala Lumpur

- 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

[Apr 2017 - Jul 2017]

Frontend Intern / APD Digital Service

- 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