



# Angeline Kwan

## Web Sommelier

“ Experienced front-end developer (15+ yrs), driving web engagement with data-driven and user centric approach. ”

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Self introduction video  
<https://angelinekwan.com>

Phone  
+358 401964488

Location  
Helsinki, Finland

### Socials

LinkedIn  
[angelinekwan](#)

### Education

**Bachelor of Creative Multimedia (2006)**  
Multimedia University, Cyberjaya, Malaysia

Major in advertising design, focuses on the understanding of branding, positioning, advertising strategy, media application and product solution. Trained to master persuasive communication through design and multimedia applications.

### Languages

English  
Professional working

Finnish  
Basic

Mandarin & Cantonese  
Speaking

Malay  
Speaking

## Experience

- May 2024 - Present

**Senior Web Developer**  
Aiven

  - Contributed to the development of web strategy and roadmap in a team setting.
  - Developed web components and page templates to meet business requirements.
  - Continuously analyzed and optimized user experience based on data-driven insights to enhance website performance and user satisfaction.
  - Created documentation and delivered training on web CMS usage.
- Nov 2021 - April 2024

Web Developer (6 months)  
**Web Manager**  
Aiven

  - Successfully led web development projects, implementing V2MOM roadmaps and fostering cross-functional collaboration to enhance user experience.
  - Implemented a data-driven UX and conversion optimization framework that boosted user engagement and conversions.
  - Mentored and developed a team of developers and UX/UI designers to cultivate a proactive, data-driven approach aligned with business objectives. This resulted in improved workflows and increased team ownership of roadmaps.
  - Contributed directly to development and design efforts to ensure high-quality code and a positive web experience.
  - Delivered projects on schedule and achieved a 70% reduction in web hosting costs during a successful migration.
  - Streamlined page creation and editing processes to reduce developer dependency and accelerate time-to-market.
- Jan 2017 - Oct 2021

**Senior Web Developer**  
F-Secure

  - Led web development projects and provided technical solutions to achieve business goals.
  - Planned, designed, and developed website components and page templates.
  - Spearheaded growth marketing experiments using data-driven approaches to improve user experience and the lead funnel.
  - Created data dashboards, surveys, and chatbot flow to monitor user profiles and segment them for website performance optimization.
- Aug 2008 - Dec 2016

**Lead Developer**  
Luxus

  - Provided website development and content management system (CMS) retainer services for various client projects (EMC, Dell, Nokia, BMW, Iittala, Benetton).
  - Improved development processes and enforced code reusability, streamlining workflows for faster releases and reduced technical debt.
  - Designed and produced banner ads for client campaigns.

## Skills

Project management	Project/Sprint planning	Stakeholder collaboration	Resource management	Web analytics & Reporting	Experimentation framework
Development	TailwindCSS Framer Motion	Type script	React JS Remix	Headless CMS	GraphQL GROQ Tracking
Design	UI/UX design	Design thinking	Responsive design	Figma prototyping	Accessibility awareness

## Online courses

Joy of React Build rich, dynamic web apps with React	Explain ideas visually Creative and effective communicate with visual	Gamification Application of game elements to non-game problems
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## About me

My favourite quote...  
“What can we do to improve by 1%?”

At work I'm passionate about...  
Crafting user experiences that keep getting better, leading to more web conversions. Happy users converts. 😊

The most impactful thing I've worked on is...  
Led the completion of a web migration to a modern framework, resulting in a 20% performance boost and a 70% reduction in page creation time 🚀

I am good at...  
Planning, collaboration, and engaging with others to spark creative solutions 💡

My colleagues describe me as...  
Supportive, action-oriented, delivering on promises, and driven to achieve results.

Outside of work I enjoy...  
Playing & walking my Elly 🐕, Video and photography 📷, Pottery sculpting 🏺, Painting 🎨, Puzzle 🧩, Outdoor adventure 🌲