

Angeline Kwan

Web Sommelier

66 Experienced front-end developer (15+ yrs), driving web engagement with datadriven and user centric approach.

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Bachelor of Creative Multimedia (2006) Multimedia University, Cyberjaya, Malays

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.

🗯 English

Professional working

Finnish

Mandarin & Cantonese

Speaking

🕮 Malay

Experience

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.
- - 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.
- Contributed unlessly to development and design errors to ensure high-quant 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.

Senior Web Developer F-Secure

- business goals.

 Planned, designed, and developed website components and page templates.

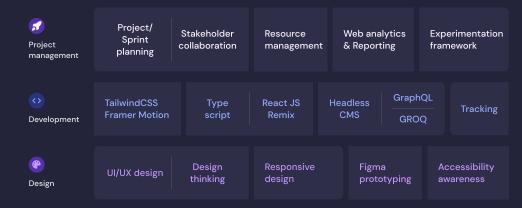
 Spearheaded growth marketing experiments using data-driven approaches to improve user experience and the lead funnel.

 Created data dashboards, surveys, and chatbot flow to monitor user profiles and segment them for website performance optimization.

Lead Developer Luxus

- Provided website development and content management system (CMS) retainer services for various client projects (EMC, Dell, Nokia, BMW, littala, Benecol).
 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



Online courses



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

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 🕺

Planning, collaboration, and engaging with others to spark creative solutions \P

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 🐠