



Nicole Lin

Web Designer, Web Developer & Webmaster

Dear Hiring Manager,

I am an experienced and results-oriented developer with a diligent character. I have an eye for pixel-perfect design and a mind for solving problems that drive business growth and efficiency. In my four years as a freelance developer, I have learned to translate my clients' brand into custom design, and their business needs into a website that can support and scale their business using HTML, CSS, JS, PHP, Wordpress, WooCommerce, Advanced Custom Fields, Elementor, and many more. I do not shy away from taking initiative and using my resourcefulness to explore opportunities for growth. That has led to measurable success for my clients, such as increasing monthly e-commerce sales by 35%, boosting email marketing subscribers by 24%, and enhancing SEO scores by 85%.

As a front-end developer, I also have a passion for developing digital solutions using HTML, CSS, JS, React and Next.js. This was honed during my time at 123RF.com, where I maintained and improved a high-traffic website serving 12 million monthly users. There, I also built a company-wide reusable components library and an internal Content Management System for the Marketing department. In another role at GoGet.my, I helped develop a Progressive Web Application using React, a microservice using Serverless that reduced tech costs by 10%, as well as the company website using GatsbyJS. In these roles, I worked closely with designers, product managers and senior developers, expanding my experience in Figma, UI/UX, as well as unit and end-to-end testing.

What I love about my work is the chance to combine creative problem-solving and technical expertise to maintain, optimize, and grow beautiful, high-performing websites and web applications. I thrive in collaborative environments with clients and team members, fostering open communication and mutual trust to achieve shared goals. At the same time, I am a self-starter who takes initiative to independently drive progress and identify opportunities for improvement. My ability to build strong relationships and work effectively with others ensures that projects are not only completed efficiently but also exceed expectations.

Thank you for considering my application. I am excited about the opportunity to bring my skills and passion to your team, contributing to innovative projects and helping drive your organization's success. I look forward to the opportunity to discuss how I can add value to your team.

Sincerely,
Nicole Lin



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SKILLS

- HTML5
- CSS3
- TailwindCSS
- Bootstrap
- Javascript
- ReactJS
- Next.js
- Wordpress
- PHP
- MySQL
- Git
- Serverless
- Jest
- Cypress
- SEO
- Responsive web design

PORTFOLIO

- koekoekinderboek.nl
- keithhackwood.com
- astrologyuniversity.com
- 123RF.com
- GoGet Progressive Web App
- GoGet.my

LANGUAGES

- English | Native
- Dutch | A2 - B1 (*currently studying B1 at Ad Appel Taaltrainingen*)
- Malay | Fluent

EXPERIENCE

Wordpress Developer & Webmaster | Freelance

June 2020 - Present | Remote

Recent work: koekoekinderboek.nl | astrologyuniversity.com | keithhackwood.com

- Develop *WordPress* websites from concept to deployment, ensuring functionality, user experience, and aesthetics meet client specifications
- Design unique, visually appealing, and responsive websites that are tailor-made to the branding of the client with *Elementor* and provide a consistent user experience across desktops, tablets, and mobile devices
- Implement and enhance website features using plugins and writing custom code tailored to specific project needs
- Manage and administer back-end services to ensure website stability and performance
- Optimize websites for search engines by implementing best practices in on-page and technical SEO to improve visibility and ranking
- Coordinate project timelines and foster strong client relationships, leveraging my business expertise to identify and capitalize on opportunities for client growth and project success
- Delivered digital solutions that brought measurable results, e.g. 35% increase in e-commerce sales, 24% increase in leads, and 85% increase in SEO scores.

Frontend Web Developer | 123RF.com

April 2021 - March 2022 | Kuala Lumpur, Malaysia

Projects: 123RF.com

- Developed and maintained the front-end of the website that serves over 12 million monthly active users and in 15 languages
- Developed *ReactJS* component packages that are shared across all *ReactJS* projects in the company
- Developed an internal Content Management System (CMS) that helped the marketing team efficiently optimize content for better user engagement and conversion

Junior Web Developer | GoGet.my

June 2019 - June 2020 | Kuala Lumpur, Malaysia

Projects: [GoGet Progressive Web App](#) | [GoGet website](#)

- Developed Progressive Web Application (PWA) using *React*, *Redux*, *Material-UI* and *RESTful APIs* to communicate with the backend services in an agile environment to create a fully responsive application



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EDUCATION

Full-stack Web Development Bootcamp

NEXT Academy | 2019

- [Voted best student project](#)

Bachelor's in Science Degree, International Business

Southern New Hampshire University, Malaysia | 2014

- GPA 3.75
- Merit Scholarship

Bachelor's degree, Business Administration and Management

INTI International University, Malaysia | 2011 - 2012

- Dean's Honor Roll
August 2011

Bachelor's degree, Sociology

University of the Ozarks, United States | 2010 - 2011

- GPA 3.9
- Dean's List Fall 2010
- International Achievement Scholarship

Australian Matriculation

Sunway University | 2009

- TER 91.7

- Developed microservices using *Serverless* that reduce monthly tech costs by 10%
- Developed the GoGet website from Figma files using *GatsbyJS* to ensure it is pixel perfect, responsive and high-performing
- Develop and maintain technical documentation for the front-end team using *Storybook*
- End-to-End (E2E) testing using *Protractor* and unit testing with *Karma*

Operations Manager | Incitement

July 2017 - December 2018 | Kuala Lumpur, Malaysia

- Worked directly under the CEO to implement systems and processes that increased organisational efficiency by 47%
- Oversee and optimize the company's day-to-day operations to ensure efficiency, effectiveness, and alignment with the company's goals and timelines
- Develop and implement reporting systems across multiple departments to improve productivity and results
- Design Corporate Social Responsibility (CSR) reporting frameworks and project workflows for initiatives with stakeholders
- Contribute to the design and development of digitizing business operations
- Research and development of social impact reporting systems that offer transparent and quantifiable CSR reporting

Business Analyst & Implementation Consultant | Lim & Zein Consulting

July 2014 - July 2016 | Kuala Lumpur, Malaysia

- Worked across various departments in oil and gas and healthcare industries to improve productivity by 69% and reduce business expenses by 76%
- Identify and improve workflow bottlenecks to streamline processes, reduce operational cost and optimize use of resources
- Developed reporting tools and systems to increase overall operational productivity
- Implemented and managed change programs to ensure seamless adoption of business strategies
- Automated processes and roles to increase performance and efficiency
- Implemented effective feedback loops and trained team leads to ensure continuous and sustainable improvement of the business