

# SAFWAN ZAKWAN

Web Developer & Designer

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<https://zakwanlab.com> 

## Work Experience

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### Web Designer Executive

2022 - Present

#### PEOPLElogy Group

- Designed and developed responsive, user-centric websites and landing pages to support marketing initiatives for programs, conferences, and boot camps using Figma and WordPress.
- Planned and implemented website maintenance and enhancements, ensuring seamless functionality and performance optimization.
- Monitored and updated plugins, ensuring backend WordPress stability and security.
- Conducted UX/UI processes, including:
  - **UX Strategy:** Project brief analysis, comparative analysis, and creating sketches and wireframes.
  - **UX Design:** Information architecture, user story creation, low-fidelity designs, and design systems.
  - **Design & Development:** High-fidelity designs, moodboards, and WordPress development.
- Performed website testing for functionality, usability, and compatibility across browsers and devices.
- Conducted SEO optimization, including meta tags, keyword strategies, and SEO Console monitoring for improved website visibility.
- Managed end-to-end design and development for key projects, including:
  - PEOPLElogy website revamp and optimization.
  - Discovery Soul website design and development.
  - Skillsture website design and development.
- Designed and implemented landing pages for various events, conferences, and virtual bootcamps.

### Full Stack Developer

Jan 2022 - Mar 2022

#### Zeta Integrated Solution

- Developed a tax management system for DBKL using Laravel, implementing features for tax calculation, user authentication, and automated workflows.
- Monitored system performance, conducted regular debugging, and applied updates to ensure smooth operations and compliance with requirements.
- Database Management:
  - Oversaw data migration from legacy systems, ensuring data accuracy and minimizing downtime.
  - Managed database health, including resolving data duplication issues and optimizing database queries for better performance.
- Conducted meetings with DBKL to gather project requirements, provide status updates, and address technical concerns, ensuring alignment with organizational goals.

## **UX Designer**

March 2021 – Dec 2021

### **Ministry of Education**

- Supported various projects under MOE's Portal Unit, contributing to the design and development of digital platforms.
- Designed and developed a modern, user-friendly website for MOE using Figma
- Conducted UX research, including user interviews and competitive analysis, to inform design decisions.
- Created a comprehensive design process, including:
  - Designed and organized Sitemap & Information Architecture, improving content structure and navigation to enhance overall user experience and usability.
  - Created Wireframes & Low-Fidelity Prototypes to visualize user flows, enabling early-stage testing and iteration of design concepts for improved functionality.
  - Developed Moodboards & High-Fidelity Prototypes, delivering polished and realistic design mockups to secure stakeholder approval and ensure alignment with project goals.
  - Presented design concepts and development progress to MOE stakeholders.
- Collaborated with other departments to design and develop internal systems, including:
  - Designed the Bullying Reporting System, creating a user-friendly and accessible interface to facilitate the reporting of bullying incidents.
  - Designed a Website for Private Schools, a platform to manage and showcase private schools under the Ministry of Education (MOE), focusing on intuitive navigation and a visually engaging user experience.
- Designed and optimized user interfaces for new systems to ensure seamless user experiences.

## **Junior System Programmer Gdex Berhad**

Jan 2020 – Dec 2020

- Worked within the API Development team at GDex, focusing on the development and maintenance of APIs to ensure smooth and efficient system integrations across various platforms.
- Developed applications using C# and Angular, ensuring high performance, scalability, and functionality to meet business requirements and user needs.
- Managed and optimized databases, ensuring data integrity, optimizing queries, and supporting system operations to maintain seamless performance.
- Contributed to data migration projects, ensuring accurate and seamless transitions of critical data while minimizing downtime and system disruption.
- Collaborated with cross-functional teams to implement technical solutions, enhancing system performance, and ensuring smooth integration of backend functionalities.
- Performed backend development, ensuring reliable system communication, troubleshooting, and optimization of system components to meet performance standards.
- Provided technical support for resolving issues, diagnosing system problems, and optimizing performance to ensure continuous and efficient operations.

## Education

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### Kuala Lumpur Metropolitan University College

BCs Information Technology (Software Engineer)  
2016-2019 | CGPA: 3.70

## CSR

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### Lead of Orphanage Donation Project

2023

Lead a CSR project with PEOPLElogy Group to donate and provide support to orphans. Successfully coordinated the initiative, ensuring effective collection and distribution of resources to meet the needs of the children.

### Team Building Collaboration with devx Asia:

2023

Organized and facilitated a team-building event in collaboration with an NGO to assist underprivileged children. This CSR project under PEOPLElogy focused on enhancing team spirit while providing meaningful support and resources to the children.

### Go Green Office Initiative:

2024

Spearheaded the Go Green Office project for PEOPLElogy. Implemented eco-friendly practices and encouraged sustainable behaviors within the office to reduce environmental impact and promote a culture of sustainability

## Expertise

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### Development Skills

Skill	Proficiency Level
API Development	Expert
C# Programming	Expert
WordPress Development	Expert
Angular Development	Competent
Data Migration	Competent

### Design Skills

Skill	Proficiency Level
UX/UI Design	Competent
Figma Design	Expert
Wireframing	Expert
Information Architecture	Competent
Visual Design	Competent

### Design Skills

Skill	Proficiency Level
Website Content Planning	Competent
Content Strategy	Competent
Research and Analysis	Competent

Skill	Proficiency Level
Copywriting	Competent
SEO Content Optimization	Competent

## References

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International Market Strategist

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Full-Stack Marketer

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## Portfolio

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Website Name	URL
portfolio	<a href="https://zakwanlab.com/">https://zakwanlab.com/</a>