

SAFWAN ZAKWAN

Web Developer & Designer

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<https://zakwanlab.com> 

Work Experience

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

Kuala Lumpur Metropolitan University College

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

CSR

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

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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Portfolio

Website Name	URL
portfolio	https://zakwanlab.com/