

JAMES OOI —

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SKILLS



Design and Prototyping
UI/UX, Illustrator, InDesign,
Photoshop, Sketch, Origami



Programming Languages
JavaScript, TypeScript, HTML
& CSS, Python, Java, PHP



Technologies
React, Angular.js, Vue, Flask,
Processing, Docker, Node,
Linux, DevOps, Git, WordPress,
WooCommerce, Ansible, AWS,
GCP, DigitalOcean



Other Skills
Problem Solving,
Leadership, Design Thinking,
Computational Thinking

EDUCATION

Sunway University
BA (Hons) in Communication
Major in Advertising Design
First Class Honours
Class of 2016

Sunway College
Foundation in Arts
Class of 2013

LANGUAGES

English
Cantonese
Bahasa Melayu

EXPERIENCES

UX Designer & Developer, Forefront International May 2017 – Present

- Led and designed the execution of FOREFRONT's cloud strategy and migration which resulted in safer and more agile IT while also reducing IT operational costs by a significant margin (~50%)
- Produced a cost-effective data backup, retention and disaster recovery solution as part of the overall cloud strategy to minimize risk from human and systemic errors
- Established and led the initiative of implementing extensive data collection strategies in our websites and apps to generate future insights on how to build better, data-informed solutions for our clients
- Designed architectural solutions for projects that require high availability and fault tolerance by leveraging on cloud technology platforms such as AWS and DigitalOcean
- Designed and built websites in visually pleasing and functional manner for clients such as Four Seasons, EcoWorld, CapitaLand, & Sunway
- Developed and led implementation of various proposals within the organization with the aim of growing the development team, streamlining redundant processes, and optimizing the workflow for efficiency and future-proofing
- Provided technical leadership, oversight and training for various technologies and concepts such as Git, React, Ansible, Docker and programming design patterns to promote safe software development practices

Freelance Designer & Developer, James Ooi Designs Nov 2016 – Present

- Provided a wide range of services ranging from graphic design, web development, photography, and consulting to various clients such as Stanford Global ChangeLabs, Metronic Global, The Academy Music Centre, D'Sabroso Cakes, and etc
- Developed a B2C WooCommerce based eCommerce site with a high degree of custom functionalities along with a fully custom designed site
- Developed to completion various personal open-source projects such as Croppr.js (a JavaScript image cropping tool) and fonty (a CLI tool to manage & install fonts)

UI/UX Design Intern, VLT Kuala Lumpur Sdn Bhd Jan – Mar 2016

- Developed website sketches, wireframes, and information architecture for various clients including BMW Malaysia, Munchy's, Webe and LifeInspired
- Designed various visuals for digital marketing purposes for clients such as BMW Malaysia and Astro

AWARDS



Jeffrey Cheah Scholastic Award
2017



Maybank UI/UX Design
Competition 2015
2nd Prize



Taylor's University
ImagineHack 2015
2nd Prize



Angelhack Kuala Lumpur 2015
Finalist

REFERENCES

References available upon request

EXTRA-CURRICULAR INVOLVEMENTS

Convenor, Young Corporate Malaysians (YCM) Jan 2018 – Present

- Leading the current ongoing process of rebuilding the digital marketing strategy of YCM, including its website, branding, and social media platforms
- Devised marketing plans and strategies as well as the design of marketing materials for various YCM-organised events
- Assisted in the organisation and planning of numerous YCM events, such as YCM Essentials Programme, YCM 70th CEO Series with SPAD, and YCM-Bursa Futures Trading Workshop

General Secretary, Sunway University Student Council May 2014 – May 2016

- Oversaw, developed and launched a service-design oriented online booking system that helped connect students with private study and collaborative spaces. The project remains to be heavily used up till this day
- Created an elaborate marketing plan for the Student Elections 2016 that resulted in a 2x increase in candidates and 2x increase in voter turnout
- Initiated the Sunway University Student Union project and wrote its proposal and constitution — a project which sees the merger of multiple student leadership bodies

Student Ambassador,
4th Southeast Asian Studies Symposium by Oxford University Mar 2015

- Worked closely with Dr. Thum Ping Tjin, the co-ordinator of Project Southeast Asia from University of Oxford in the designing and layout of the symposium's 170-page booklet and conference decks
- Appointed as stage master and coordinated the opening ceremony of the symposium in the presence of Sultan Nazrin Shah of Perak

Student Ambassador, Center for Asia Leadership 2014 – 2015

- Selected as one of the student ambassadors from Malaysia to trek along with other Harvard University and MIT students in a socio-economic political tour across Malaysia
- Assisted in designing marketing materials and collaterals for various events such as the Asia Leadership Conference and Camp 2014, and Asia Leadership Conference 2015