Seah Jing Li

Frontend Developer | Creative Technologist

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SUMMARY

8+ years of experience as a Frontend Developer delivering scalable web applications and digital experiences across media, agency and product environments. Specialised in React, TypeScript, Vue and modern frontend technologies with expertise in reusable component architecture, performance optimisation, and maintainable code. Experienced in building production-ready digital platforms, collaborating with cross-functional teams and leveraging AI-assisted tools such as Claude Code and Copilot to enhance development workflows.

SKILLS

Frontend: React, Vue, NextJS, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Sass/SCSS, GSAP

Engineering Practices: Reusable Component Architecture, Web Accessibility, SEO, Performance Optimisation, Responsive Design, Agile/Scrum, Web2 Migration

Tools & AI: Git, Jira, Figma, Claude Code, Copilot

Creative Tools: Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro

POSITION SOUGHT

I aspire to contribute as a Senior Frontend Developer, building scalable and engaging digital experiences that bridge technology, creativity, and user needs. I am also open to opportunities as a Creative Technologist or UI Developer.

EXPERIENCE

OCT 2023 - PRESENT

SPH Media, Singapore (Remote) - *Creative Technologist | Frontend Developer*

- Develop and maintain frontend experiences for digital platforms including ThinkChina, RedAnts and Lianhe Zaobao using React, TypeScript and Tailwind CSS.
- Design and implement reusable components and scalable frontend architecture across multiple products, improving development efficiency and consistency.
- Modernise legacy systems through Web2 migration initiatives and adoption of modern web technologies, enhancing performance, accessibility, SEO and mobile responsiveness across platforms.

- Collaborate within Agile development teams, contributing to sprint planning, estimation, technical discussions and delivery workflows using Jira.
- Independently developed a full-stack application using PostgreSQL as the database layer, implementing data management, API integrations and frontend interfaces to support end-to-end user workflows.

JUN 2022 - OCT 2023

GrowthOps Asia, Kuala Lumpur - *Experience Analyst*

- Designed user-centric UI/UX solutions for enterprise and consumer platforms by conducting research, workshops and stakeholder discussions to translate business requirements into digital experiences.
- Produced user flows, prototypes and design systems to support product development.
- **Clients:** Malaysia Airlines, RHB, Australian Banking Association, Amway, UMobile

OCT 2018 - JUN 2022

GrowthOps Asia, Kuala Lumpur - *Frontend Developer*

- Developed responsive web using Vue, JavaScript and modern frontend technologies.
- Collaborated closely with designers, backend developers and project managers to deliver production-ready solutions.
- Implemented reusable UI components and optimized performance across large-scale digital platforms.
- Contributed to award-winning interactive experiences for regional and international brands.
- **Clients:** Grab, Esplanade SG, Essilor, UMobile, Proton, Amway, Magnum4D, LIA SG, AIA SG & MY, Drinkies

SEPT 2017 - SEPT 2018

TBWA, Kuala Lumpur - *Creative Technologist*

- Developed interactive campaign microsites, HTML5 experiences and creative prototypes.
- Bridged design and development teams to bring concepts into functional digital experiences.
- Worked with animation, frontend technologies, and emerging media to support campaign execution.
- **Clients:** Tealive, Sunsilk, Clear, Pizza Hut, Scania, Singapore Tourism, Lawasia

APR 2017 - JUL 2017

APD Digital Service, Kuala Lumpur - *Frontend Intern*

- Assisted in frontend development, EDM production and website maintenance.
- Supported UI/UX and content implementation through Adobe Experience Manager (AEM).
- Collaborated with designers and developers on client-facing digital projects.
- **Clients:** AIA SG & MY, Maxis, Hotlink, Anmum

NOTABLE WEB PROJECTS

ThinkChina

Tech Stacks: React.js, Typescript, Vite, Tailwind
Website: https://www.thinkchina.sg/

Contributed to the frontend development of ThinkChina's platform enhancement initiative, setting up and integrating Tailwind CSS into the project workflow. Developed reusable components and features across article, homepage, and video experiences to improve content discovery, user engagement, and overall platform performance.

RedAnts

Tech Stacks: React.js, Typescript, Vite, Tailwind
Website: https://www.redants.sg/

Frontend development for homepage redesign for an editorial news platform, improving content discovery, navigation, and user experience across articles, videos, and featured stories. Implemented responsive layouts and frontend optimisations to enhance performance, accessibility, and scalability.

Esplanade Onstage - *Decommissioned*

Tech Stacks: Vue.js, Vite, Tailwind
Github: https://github.com/jingliseah/esplanade-onstage
A component-driven Vue 3 frontend built with Vite that delivers SEO-friendly event listings and portfolio pages through server-side rendering (SSR) and optional prerendering for static snapshots. The UI is composed of small, reusable components styled with TailwindCSS and optimized for performance and low bundle size; interactive behaviors (carousels, modals, datepickers) are lightweight and hydrated on the client.

Grab's ESG Report 2021 - *Decommissioned*

Tech Stacks: Vue.js, Vite, Tailwind, GSAP
Github: https://github.com/jingliseah/grab-esg-microsite
Frontend developed a visually engaging ESG microsite experience that translated Grab's 2021 sustainability initiatives into interactive digital storytelling. The solution focused on improving content discoverability, simplifying dense reporting information, and enhancing user engagement through animations, responsive layouts and seamless scrolling interactions.

Esplanade Offstage - *Decommissioned*
Tech Stacks: Pug, Bootstrap, Sass, Webpack
Github: https://github.com/jingliseah/esplanade-offstage
Revamped the frontend architecture of a responsive marketing microsite using Pug, Sass, Webpack and modular JavaScript, implementing reusable components, modular styling patterns, and interactive UI features to enhance scalability and user experience.

Essilor WOS - *Internal Enterprise Platform*
Tech Stacks: Vue.js 2, Vuetify, Stylus / CSS, Webpack 4
Github: https://github.com/jingliseah/essilor-wos
Developed the frontend of an enterprise optical ordering and workflow management platform for eyewear retailers and optical partners. Built responsive dashboard interfaces, reusable components, and workflow features to support lens ordering, delivery tracking, product management, and daily operations. Implemented styling systems, frontend integrations and PWA push notifications to enhance real-time communication and user experience.

Proton X70 Launch - *Decommissioned*
Tech Stacks: Handlebars, Gulp, Babel, Sass
Github: https://github.com/jingliseah/proton-voice-command
Developed the frontend experience for PROTON X70's digital launch campaign, building an interactive web platform that showcased the vehicle's intelligent features through a voice command-driven experience. Implemented responsive interfaces and interactive components to allow users to explore product features and engage with the virtual launch journey digitally.

NOTABLE UI/UX PROJECTS

MH Holidays (UI / UX Design)
Creative Tools: Adobe XD, Photoshop
Website: https://holidays.malaysiaairlines.com/my/en/home.html
Redesigned the MHholidays digital experience by improving user flows, information hierarchy, and interface design to create a more intuitive and seamless booking journey. Focused on enhancing usability, visual consistency, and overall customer experience across the platform.

Australian Banking Association (ABA) - (UI / UX Design)
Creative Tools: Adobe XD, Photoshop, After Effects
Website: https://www.ausbanking.org.au/spend-the-day/
Designed an interactive storytelling experience for the Australian Banking Association, combining user experience design, data visualisation, motion design, and scroll-driven interactions. Transformed complex banking concepts into an engaging and accessible digital journey through thoughtful interaction design and visual storytelling.

EDUCATION

2015 - 2017

Raffles College of Higher Education, Kuala Lumpur - *Advanced Diploma*

Field of study: Multimedia

AWARDS

Webby Award Honoree 2023

• Best Practice Websites (6th) — Esplanade: In New Light

• Best CSR Websites Worldwide (4th) — Grab ESG: Millions of New Beginnings

Kancil & Student Kancils 2018

• Packaging Design — Bronze | Tealive: Bottles That Live Forever

• Physical Experience — Merit | Space Landers

Scooler Awards 2017

• Best Digital Awards — Finalist | Shit Happens, Handle it Like a Boss

• Best Corporate Identity — Silver | Box Me: Container Space

Adobe Design Achievement Award 2017

• Social Impact – Web/App/Game Design | Space Landers