

HELLO, I'M JIA JIA

PRINCIPAL UIUX DESIGNER

Experienced Web Specialist & SEO Strategist bridging front-end layouts with robust backend infrastructure. I have delivered 350+ projects, managing the full digital lifecycle from Joomla development and technical SEO to email migrations and DNS, domain, and hosting management.



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EDUCATION

2017 - 2020

BACHELOR IN GRAPHIC DESIGN & MULTIMEDIA

Universiti Tunku Abdul Rahman

SKILLS

HTML & CSS

Joomla (Proficient) / WordPress / Elementor

Antigravity IDE

DNS Management

Domain & Hosting Management

Email Migration

Adobe Photoshop / Adobe Illustrator

Figma / Google Stitch

Capcut & Canva

SEO & Digital Analytics

Google Tools: GBP / GA / GSC

Google Ads & Meta Pixel

LANGUAGE

ENGLISH | PROFICIENT

MALAY | PROFICIENT

CHINESE | CONVERSATIONAL

WORK EXPERIENCE

2024 - 2026

PRINCIPAL WEB DESIGNER

Dreamztech (M) Berhad | Johor Bahru

Led end-to-end web production as the primary cross-functional liaison between departments, advising internal teams on technical best practices while directly resolving client concerns regarding web, hosting, and domain issues.

2020 - 2024

SENIOR WEB DESIGNER & SEO SPECIALIST

Dreamztech (M) Berhad | Johor Bahru

Managed comprehensive SEO strategies for clients—executing end-to-end technical, on-page, and off-page optimization while providing personalized consultations.

2019 - 2020

WEB DESIGNER

Dreamztech (M) Berhad | Johor Bahru

Deliver custom layouts in Joomla CMS through an end-to-end design process, helping to translate landing visions to website realities that remain responsive, accessible, and driven by a conversion-focused goal.

2023

BRAND DESIGNER

Freelance

- IGT - Australia
Assisted client to create a logo branding for her company Immanuel Global Trading.
- Venture Intellectual Property (VIP) - Malaysia
Venture IP is one of the top intellectual property (IP) firms for businesses in Malaysia, and I have worked as a logo designer for some of their clients.

2018 - 2024

ILLUSTRATOR / GRAPHIC DESIGN

Freelance

- Twitch Emote Artist
Helped more than 100 Twitch streamers to create customized and personalized emotes for them to interact with their viewers.
- Memecoin Artist
Artist and web designer for memecoin project Shyba on Sui platform.