

# NUR NATASYA UMAIRAH BINTI OTHMAN

[ Front-End Developer | Web Designer | UI/UX Enthusiast ]

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A results-oriented Front-End Developer with practical experience in designing and developing responsive, user-friendly websites for clients across various industries. Proficient in HTML, CSS, and JavaScript, with a strong emphasis on clean code, performance optimization, and intuitive user interface design. Experienced in both corporate and freelance environments, delivering custom-built websites without reliance on templates or page builders. Committed to continuous learning and producing high-quality digital solutions that align with business goals.

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## WORK EXPERIENCE

### Web Designer at Quinton Baby (M) Sdn. Bhd.

February 2024 – April 2026

- Designed and developed the company website from scratch, including UI/UX in Figma, front-end coding (HTML, CSS, JavaScript), and WordPress-based solutions.
  - Built responsive, user-friendly interfaces while managing product data and content, ensuring accurate organization, accessibility, and performance across devices.
  - Managed website content, landing pages, blog posts, and product listings to support marketing campaigns and improve user engagement.
  - Applied SEO and modern search strategies (SEO, AEO, GEO, LLMO, SXO), optimizing content, keywords, and site structure to improve visibility and lead generation.
  - Collaborated with marketing and sales teams, integrating AI tools and learning database-driven website management, admin panels, and Google Merchant/Search Console to enhance conversions and workflow efficiency.
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### Part-Time Website Developer at Rawzeens Tech

January 2025 – January 2026

- Designed, developed, and maintained multiple client websites from scratch, including front-end coding (HTML, CSS, JavaScript) and responsive UI/UX design.
- Built full-featured websites with custom database integration and admin panels to streamline client operations and content management.

- Managed hosting, domain setup, and deployment for client websites, ensuring reliability and performance.
  - Performed debugging, testing, and optimization for speed, accessibility, and cross-device compatibility.
  - Collaborated with clients to understand requirements and delivered tailored web solutions, while continuously learning modern web technologies, SEO, and digital tools to improve functionality and workflow.
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## **Freelance Web Developer and Designer**

*2024 – Present*

- Designed, developed, and maintained over ten custom websites for clients across Malaysia, delivering responsive, high-performance solutions without relying on templates or page builders.
  - Built full-featured websites, including landing pages, content management systems, and custom admin panels, tailored for micro and small businesses.
  - Managed client expectations, guiding the design and development process to ensure satisfaction and alignment with business goals.
  - Collaborated with clients from diverse industries, including F&B, services, legal, and automotive, translating their requirements into intuitive and visually appealing digital solutions.
  - Ensured end-to-end delivery, from UI/UX design in Figma to development, deployment, and performance optimization, helping clients establish a strong online presence.
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## **Internship as a Software and Website Developer at YataJasaMedia Sdn. Bhd.**

*February 2023 – June 2023*

- Revitalized the company's insurance website to enhance user experience, accessibility, and navigation.
  - Integrated features such as live chat support and optimized contact forms to improve client interaction.
  - Developed an E-Wallet Registration System using Microsoft Access, streamlining data management and storage efficiency.
  - Gained hands-on experience building websites using Wix and WordPress, learning CMS management, design customization, and deployment processes.
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## **Part-Time Sales and Marketing at Aini Optometry**

*August 2023 – November 2023*

- Managed social media platforms, including TikTok and Facebook, creating content calendars and posting schedules to maximize audience reach.
  - Produced engaging video content and hosted live sessions to promote products and educate customers on eye health.
  - Increased brand visibility and customer engagement through targeted digital marketing strategies and interactive campaigns.
  - Learned about product catalogs, lens and frame types, and customer preferences to provide accurate guidance and recommendations.
  - Gained practical knowledge of eyewear selection, prescription handling, and eye-related products to support customers better.
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## **PROJECTS & PORTFOLIO HIGHLIGHTS**

### **Teamboard Web Application**

- Developed a real-time collaborative clipboard that allows users to sync, share, and collaborate across devices.
- Enabled teams to create/join rooms and share text, files, links, and to-do lists efficiently.
- Ensured smooth real-time performance and reliability, allowing multiple users to interact simultaneously without conflicts.
- Implemented features for user authentication, session management, and room organization, improving overall usability and team workflow.

### **Now Solat Web Application**

- Developed a clean, ad-free web app to help users easily find prayer times and Qibla direction.
- Included a step-by-step guide on how to pray, covering daily prayers and common practices.
- Added a collection of supplications (Doa) and daily prayers, providing easy access for daily spiritual routines.
- Built a responsive, mobile-friendly interface for users to quickly check times, Qibla direction, and prayer guidance on any device.

### **Client Website Projects**

- Designed and developed multiple custom websites, improving user navigation, engagement, and overall user experience.
- Built service-oriented platforms to streamline enquiries, quotations, and client interactions, increasing efficiency for businesses.
- Developed corporate websites to enhance brand credibility, online presence, and customer trust.
- Implemented SEO best practices, including on-page optimization, structured content, and keyword alignment, to improve search visibility and organic traffic.

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## TECHNICAL SKILLS

- **Front-End Development:**  
HTML, CSS, JavaScript, Tailwind CSS, Responsive Web Design
- **Tools & Technologies:**  
Figma, Visual Studio Code, Git, Cursor, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- **AI & Web Tools:**  
ChatGPT, DeepSeek, Lcuade, AI-assisted SEO tools, AI-powered design and content generation, LLMO, SXO, GEO/AEO concepts

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## CORE COMPETENCIES

- **Custom Website Development:**  
Building websites from scratch without templates or page builders, including database and admin panel integration.
- **UI/UX Design:**  
Designing intuitive and responsive interfaces to enhance user experience.
- **Performance & Optimization:**  
Ensuring fast-loading, accessible, and mobile-friendly websites.
- **Problem-Solving & Analytical Thinking:**  
Tackling technical challenges, debugging, and implementing efficient solutions.
- **Collaboration & Communication:**  
Working closely with marketing teams, clients, and stakeholders to deliver aligned web solutions.

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## EDUCATION

### **Diploma in Computer Science (Information Technology)**

Kolej Yayasan Pelajaran Johor (KYPJ) in collaboration with Universiti Teknologi Malaysia (UTM)

June 2020 – August 2023

CGPA: 3.85 (Dean's List for all semesters)

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## ACHIEVEMENTS

- Gold Medal - International Innovation and Invention Competition (iCompex 2023)
- Silver Medal- Johor Innovation Invention Competition and Symposium (JIICaS 2023)
- Best Graduate Award - Diploma in Computer Science Programme

- Dean's Honour Award (CGPA 3.89)
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## **LANGUAGES**

Bahasa Melayu: Fluent

English: Fluent

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## **REFERENCES**

- Puan Seri Shahira Binti Sanin – Academic Advisor, Kolej Yayasan Pelajaran Johor  
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- Puan Maizatul Nasrin Binti Jajuli – Lecturer, Kolej Yayasan Pelajaran Johor  
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