
Chester Lagan Parag

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Work Experience

Furcop Innovation Sdn Bhd - *Web Developer/Programmer (SEPTEMBER 2023 - MARCH 2024)*

- Assisted marketing department in SEO optimization, addressing frontend and usability concerns for enhanced user experience which results in maintaining main keyword to first position.
- Developed in-house solutions for automating the monitoring of competitors' website activities, facilitating proactive strategy development.
- Developed a solution to aid the marketing team in monitoring the affiliate onboarding process, seamlessly integrating with the team's existing onboarding system workflow.
- Conducted split testing experiments aimed at boosting website engagement and conversion rates, with a focus on data-driven optimizations.
- Troubleshooted and resolved organizational issues promptly, while also generating comprehensive reports within the organization's billing system, WHMCS.
- Utilized Google Analytics and Google Tag Manager to enhance engagement and conversion tracking on the organization's website store and landing page.

Borneo Digital PLT - *Software Engineer (JUNE 2022 - JULY 2023)*

- Developed and provided solutions for CRADLE-organized hackathons, overseeing registration for over 700 teams and coordinating appointment scheduling between participants and mentors.
- Designed and implemented an interactive reporting visual interface for each hackathon cohort, delivering comprehensive insights and enhancing the overall experience for CRADLE.
- Automated media request workflows for clients like MAVCAP and MYCV, improving efficiency and quality. Developed AI tools to automate content writing, reducing workload by 40-50% and increasing client efficiency.
- Designed and developed a data performance dashboard for tracking article submissions, writer performance, and revenue generated from various advertising platforms using Google Workspace (GA4, GTM, Lookers, and Google Sheets).
- Developed and managed a grant management solution (Go Digital Sarawak) for SDEC, handling applicants from all over Sarawak and creating an application solution with a team of 3 other developers using PERN stack.
- Conducted monitoring and analysis of Go Digital's website performance by leveraging Google Analytics 4 (GA4) implemented through Google Tag Manager (GTM).

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- Tracked and evaluated key metrics for Go Digital such as website traffic sources, device usage, popular pages, and most viewed items to assess and optimize performance.
 - Developed a user-friendly path exploration visual interface to identify and troubleshoot page errors, enhancing overall user experience.
 - Utilized demographic data to gain valuable insights and inform strategic decision-making.
 - Conducted analysis of no-code tools, AI tools and automation tools for potential integration into future IT solution department projects.
 - Conducted and managed projects with the team using project management software ClickUp to ensure timely completion of deliverables and effective collaboration among team members.

Borneo Digital PLT - Web Developer (TEGAS TECH IMMERSION PROGRAMME)

NOVEMBER 2021 - MAY 2022

- Designed and established user-friendly websites for clients to enable responsiveness on all devices and a pleasing user experience for visitors.
- Devised custom web architecture by utilising web services provided by Amazon Web Service for website development and deployments.
- Implemented improvements on production website for surge traffic management, improving the traffic load ability over 40%
- Formulated and enforced web security measurements to further improve the protection from DDos attacks, bruteforce attacks and Cross-site Port Attack (XSPA) attempted on the production website.
- Implemented and optimised web analytics features to all deployed websites to bring meaningful data for tracking and monitoring.
- Proactively liaise with the IT team, creative team and Chief of Technical Officer to ensure timely and quality deliverance of projects.

Softworld Software Sdn. Bhd. - Software Engineer (Intern)

JANUARY 2020 - AUGUST 2020

- Developed front end website architecture and back end aspect of the web-based systems.
- Created databases for functionality using MySQL and Navicat.
- Ensured cross-platform optimization and responsiveness of system.
- Conducted testing for bugs in system codes and debugging. This ensures the system to function without errors when the final product is presented to the client.
- Provided maintenance on previously delivered systems.
- Involved in the development process of several main system projects.(car rental system, cleaning service system, farm billing and management system)

Education

University of Malaysia, Sarawak (UNIMAS) - Degree

2017 - 2021

Bachelor of Computer Science with Honours in Software Engineering

Languages and Proficiency

1. English (Proficient)
2. Bahasa Malaysia (Proficient)
3. Mandarin (Spoken fluency)

Professional Skills

- Software development methodologies (SDLC)
- Web development (HTML/CSS, NodeJS, React, Typescript, Sequelize, PHP, Bubble.io, Wordpress)
- Database design and management (MySQL, PostgreSQL, pgAdmin, Navicat)
- Data analysis and visualization (Lookers (Data Studio), Google Analysis 4, Google Tag Manager, Matomo, Airtable)
- Cloud computing (AWS, Digital Ocean)
- Automation integration (Pabbly, Zapier, Integromat)
- Research Technology and Tools
- Project management
- Copywriting and technical writing
- Microsoft Office

Certification

- [Google Analytics Individual Qualification](#)
- [Data Science Foundations](#)
- [TEGAS Tech Immersion Programme \(TTIP\)](#)
- [RapidMiner Applications & Use Cases – Professional Certification.](#)
- [RapidMiner Data Engineering – Professional Certification.](#)
- [RapidMiner Machine Learning – Professional Certification.](#)

Availability

- Date of Availability : Immediate
- Willing to relocate to peninsular Malaysia and able to travel if necessary