LEE RUO YEE

Johor Bahru, Malaysia | Singapore opportunities and Malaysia remote | Immediate availability
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LinkedIn | Portfolio

WEB DEVELOPER

WordPress, Shopify & Sitefinity

PROFESSIONAL SUMMARY

Web developer with 5+ years of experience across Singapore and Malaysia, combining WordPress, Sitefinity and ecommerce delivery with API integration, GA4/GTM analytics and production support.

CORE CAPABILITIES

Development: WordPress, ACF Pro, WooCommerce, Shopify/Liquid, Sitefinity; PHP, JavaScript, jQuery, HTML/CSS, SQL, Git, REST APIs; Razor/MVC and C#/.NET within Sitefinity projects.
Analytics and workflow tools: Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console (GSC), Looker Studio, Meta Pixel, technical/on-page SEO; Google Sheets, Zapier, webhooks, Codex, ChatGPT and Gemini.

PROFESSIONAL EXPERIENCE

Web & Ecommerce Specialist

Jan 2026 - Present

Lumo Collective Pte Ltd, Singapore | Part-time

- Independently built the company's first corporate WordPress website, launched April 2026, using Gutenberg and custom CSS. Configured enquiry forms, tested notification delivery, set up SEO and GA4/GTM, and maintain the site.
- Delivered approximately 7-10 Shopify enhancements using Liquid, JavaScript, CSS and metafields. Defined requirements and acceptance criteria; reviewed, corrected and tested AI-assisted code before deployment, including mobile layouts and existing product/cart behaviour.
- Designed AI-assisted, human-reviewed product-data workflows for Shopify, Shopee, Lazada and TikTok Shop at 250+ SKU scale. Mapped upload templates and validated fields; estimated preparation time for 30-50 SKUs fell from 1-2 workdays to 1-3 hours.
- Built an AI-assisted inventory-reconciliation workflow combining sales, consignment and delivery-order data. Preserved sources, flagged missing/duplicate records and inconsistent balances, and required human review before master-balance updates.
- Implemented and validated GA4, GTM, Meta Pixel and Shopify Customer Events, investigating duplicate events and missing purchase parameters. Built GA4/GSC/Looker Studio reporting for search, attribution and purchase funnels.
- Applied SEO updates across 100+ Shopify pages, covering metadata, FAQs, schema, internal links and redirects, with post-update checks and GSC monitoring.

Senior Software Developer

Aug 2022 - Oct 2025

WhooshPro Pte. Ltd., Singapore

- Contributed development, integrations, analytics and support across 38+ public-facing projects. Clarified client requirements, prepared effort/timeline assessments and coordinated reviews, UAT and releases.
- Built custom WordPress themes, plugins and responsive features with PHP, hooks, ACF Pro and REST APIs. Developed approximately 20 reusable Sitefinity widgets for listings, filters, forms, search and API-driven content.
- Integrated WordPress forms with Zendesk using Contact Form 7, PHP hooks and REST APIs to search, create/update tickets and map custom fields, reducing repetitive manual ticket entry.
- Implemented application form-to-PDF mapping and 2C2P payment handling within a wider team: retry without repeating the form, pending-payment checks and confirmation emails with PDFs. Tested payment states and retries during UAT.
- Implemented GA4/GTM across 20+ client websites, covering event taxonomy, data layers and conversion tracking. Redesigned the Looker Studio and GA4/GSC reporting framework used across 40+ maintenance sites; estimated manual reporting avoided: 10-20 hours monthly.
- Contributed to Singpass/MyInfo implementation, UAT and rollout, covering authentication, profile retrieval/prefill, data mapping, submission, payment and exception handling.
- Supported 6-10 production WordPress and Sitefinity sites concurrently. Diagnosed frontend, form, API and tracking issues; handled IIS/application support, redirects, DNS/SSL and cache checks, with client updates and post-release verification.
- Maintained an IIS-hosted ASP.NET Web Forms website using VB.NET, C# and SQL within a wider web/mobile platform. Supported backend services, API/data-flow updates and troubleshooting, with some work delivered independently and some with senior developers.
- Maintained selected Android (Java) and iOS (Swift) features; investigated cross-platform issues, performed regression/release checks and independently managed Google Play and App Store releases.
- Tested navigation, forms, checkout and application flows using DevTools, BrowserStack and real devices through development, staging, UAT/client review and live verification.

EARLIER EXPERIENCE

Founder & Ecommerce Manager Dec 2020 - Dec 2024

Minimaru Enterprise, Malaysia | Self-employed side business

Managed Shopee/Lazada listings, pricing, promotions and inventory. Built sales and stock dashboards and analysed demand, campaign performance and stock movement to inform product, pricing and inventory decisions.

Freelance WordPress & Analytics Developer May 2022 - Aug 2022

Independent client delivery

Independently delivered three responsive WordPress websites from requirements and quotation through approved Figma/Adobe XD designs, development, launch and handover. Added forms/booking integrations and GA4/GTM; performed WebP, lazy-loading and Core Web Vitals work.

Business Intelligence Specialist Jul 2021 - May 2022

Value In Mind Sdn Bhd, Malaysia

Held primary responsibility for a WordPress membership/LMS implementation using Elementor, MemberPress and LearnPress: protected access, course structures, progress tracking, quizzes and certificates. Built Looker Studio reports and Google Sheets/Zapier/webhook/CRM workflows for KPI reporting, funnel analysis and A/B testing.

Software Engineer Aug 2020 - Aug 2021

MarsLab Solution, Malaysia

Developed and maintained WordPress and Magento ecommerce websites using PHP, JavaScript, HTML/CSS and SQL, including frontend customisation, ecommerce features, bug fixes and production updates.

EDUCATION

Universiti Tun Hussein Onn Malaysia | Bachelor of Computer Science (Web Technology) with Honours
2017 - 2021 | CGPA: 3.74 | Vice Chancellor's Award / Anugerah Naib Canselor, 2021

CERTIFICATION

Google Analytics Individual Qualification (GAIQ) | Nov 2025 - Nov 2026

LANGUAGES

English: Fluent | Chinese: Fluent | Malay: Intermediate