Liam Cheah

Founding Full Stack Developer — MVP Builder

Kuala Lumpur, Malaysia (Remote) | liamcheah@proton.me | +60 13-442-3100 (WhatsApp)
My Portfolio Link: **https://liam-c-91-portfolio.pages.dev**

Summary

Founding full stack developer with direct experience taking a startup from pre-product to a live, revenue-generating platform: owning system architecture, engineering hiring, and infrastructure strategy. Diagnoses and resolves production infrastructure incidents — DDoS mitigation, email deliverability failures, security hardening — down to root cause rather than surface symptoms. Built and led a small cross-functional team (a Tech Lead plus designers, content writers, and freelance video producers) sourced and onboarded through Fiverr and Upwork, and cut monthly infrastructure spend to near zero by moving off managed cloud (AWS Amplify) onto self-hosted infrastructure. Also engaged part-time as a freelance founding engineer building the MVP for an early-stage AI real estate search startup. Full-stack TypeScript across React, Next.js, SvelteKit, Node.js, PostgreSQL, Docker, and Cloudflare, covering the end-to-end lifecycle from prototype and testing to deployment and maintenance, with AI-assisted development (Claude Code, Cursor, GitHub Copilot) built into daily delivery. Prior 10-year background in digital marketing and growth leadership (paid acquisition, technical SEO, funnel/automation systems) generating six-figure monthly and $500K+ campaign revenue — brings product and business fluency that most engineering-only candidates don't have.

Core skills

Languages & Frameworks: TypeScript, JavaScript, Node.js (Express, Hono), React, Next.js, SvelteKit, Tailwind CSS

Backend & Data: REST and GraphQL API design, authentication (session-based), backend architecture, relational databases (PostgreSQL, MySQL), ORMs (Prisma, Drizzle), schema design, data modelling, query optimisation, Cloudflare D1, ScyllaDB, Elasticsearch

Infrastructure & DevOps: Docker, Docker Compose, Cloudflare (Pages, Workers, D1, R2, CDN, Tunnels), AWS (basic), Linux server administration, CI/CD, infrastructure as code, caching strategies, site reliability

Security & Incident Response: DDoS mitigation, email deliverability troubleshooting, security hardening, session-based auth, rate limiting, secrets management, root-cause incident diagnosis

AI & Automation: AI-assisted coding (Claude Code, Cursor, GitHub Copilot, OpenAI Codex), LLM-based workflows, automation scripts and developer tooling, process acceleration

Architecture & Performance: Scalable full-stack application design, end-to-end development lifecycle (prototyping, testing, deployment, maintenance), distributed systems, API architecture, Core Web Vitals optimization

Growth & SEO: Technical SEO, large-scale sitemap systems, analytics/attribution modeling, tracking implementation, paid acquisition (Google Ads, Meta Ads)

Leadership: Technical hiring and team building, distributed/remote team management, cross-functional stakeholder alignment

Spoken Languages: English, Malay, Mandarin, Hokkien

Experience

Founding Full Stack Developer

Air Radar LLC | Mar 2024 – Oct 2026

- Owned technical strategy, system architecture, and engineering operations for AirRadar Pro, a real-time market intelligence platform spanning APIs, data pipelines, and AI-powered insights.
- Diagnosed and resolved production infrastructure incidents down to root cause - including DDoS mitigation and email deliverability failures - rather than treating symptoms at the application layer.
- Migrated production infrastructure from AWS Amplify to a self-hosted Docker deployment (single 12-core / 64GB host, Cloudflare CDN and edge security in front), cutting monthly infrastructure spend to near zero.
- Built, hired, and led a small cross-functional team (a Tech Lead, 2 designers, 3-4 content writers, and freelance video producers), sourcing and screening contractors on Fiverr and Upwork based on portfolio quality and onboarding responsiveness.
- Ran the team on a lean cadence of two weekly meetings (Tuesday/Wednesday) focused on direction-setting and clearing the biggest blockers, keeping a distributed, mostly-freelance group shipping without meeting overload.
- Directed AI-driven development workflows to accelerate feature delivery and engineering throughput.
- Improved Core Web Vitals and implemented caching strategies across high-traffic production surfaces.
- Partnered with product, marketing, and business leadership to align engineering investment with growth objectives.

Founding Engineer — AI-Powered Real Estate Search (Part-Time Freelance Contract)

Oyen Homes | Dec 2025 – Jun 2026

- Engaged part-time, alongside the Air Radar role, to build the MVP for a national AI-powered real estate search platform covering buy/rent/sell listings across major US markets.
- Implemented AI-assisted search and listing-page systems from the ground up as sole/early technical contributor.

Technical Project Manager and Full Stack Developer

ZIMITech | Aug 2022 – Jan 2024

- Built and maintained landing pages and web properties using WordPress, Next.js, and SvelteKit, and integrated them with CRM systems for lead capture and follow-up.
- Developed lead-routing automation pipelines and implemented tracking and attribution systems.
- Ran project delivery for a cross-functional team of roughly 20 (designers, translators, developers, affiliates), reporting directly to the CEO.
- Scaled a client account's paid-media budget from a $300 test to a fully entrusted $200K/month.
- Led junior marketers and affiliates through KPI-driven growth processes, and recruited and managed freelancers and contractors to scale delivery.

Digital Marketing Manager to VP of Marketing

Essence Lotion | Aug 2014 – Jun 2022

- Managed paid acquisition across Google Ads, Facebook Ads, and cross-platform campaigns, consistently generating six-figure monthly B2B revenue.
- Led cross-functional sales, design, and marketing teams.
- Built referral and partnership systems supporting recurring revenue growth.

Digital Marketing Lead

Wealth Mastery Academy | Dec 2013 – Jul 2014

- Built landing pages and sales funnels using WordPress and marketing automation tools.
- Managed Google Ads and YouTube Ads campaigns contributing to $500,000+ in event revenue.

Personal projects

Solo builds demonstrating full-stack, infrastructure, and design range — not production products with live users.

- CheahGPT — AI chat app: React, Firebase Auth, Cloudflare Pages, D1, OpenRouter
- CheahNotes — Notes/knowledge workspace: React, Firebase Auth, Cloudflare Pages, D1, autosave, AI search
- CheahMarket — Marketplace UI/UX build: React, DummyJSON, Firebase Auth, Cloudflare D1
- Simple Currency Converter — Published Android app (Expo, Google Play)

Awards and certifications

Best Impromptu Speech Speaker; Best Speech Speaker, UTAR Run (7th place). Malaysian driver's licence held since July 2009.