



j^o

Joe Ogden

www.joeogden.com

I'm a Developer, Designer & Web Consultant

Based in Phnom Penh, Cambodia.

Active in the website development and graphic design industries for around 20 years, primarily on a freelance consulting basis. I have been designing websites, writing code, and working with hosting servers since the late 1990s, using common web coding languages such as PHP, JavaScript and CSS since their early days. I've been involved in establishing and running various Cambodia based businesses, positions in creative and digital agencies, and developing web apps, systems and e-commerce based websites.

Originally from London, UK, where I studied Art & Design while developing web and programming skills. I relocated to Thailand in 2007 following family connections, and then to Cambodia in 2008 to work at a start-up in Phnom Penh. I founded two separate creative and website design agencies in Cambodia between 2011 and 2014. After which I resumed independent consulting work and worked on launching new projects. Early 2015 saw the setup and launch of Host Asean Ltd., the first dedicated website hosting company in Cambodia.

In recent years I have focused more on bespoke system and web app development, building custom WordPress websites, as well as brand design work. Primarily building web software, websites and data driven systems for clients in the real estate and insurance industries.

A wide range of services



Branding



Website Design



Photography



Development



Web Security



Hosting

<https://www.joeogden.com/>

jo

Web Design & Development

Custom built WordPress based websites and specialist website design & development.

I've been building websites for around 25 years, with some of the earliest commercial examples still online since around 2001. Later gaining experience in a wide variety of industries in Cambodia and Thailand since 2007. Clients range from business services, tourism and hospitality, to digital and media companies. I have understanding and experience of the fast changing online infrastructure in Cambodia and working in emerging environments using locally gained knowledge to your benefit.

Most business needs are more than covered by a custom designed WordPress based website, with additional functionality easily added through plugins or bespoke development. I check all third-party plugins used on the WordPress sites I build to ensure an easily maintainable platform free from conflicts during updates and secured against vulnerabilities. I also put a big focus on SEO.

Customisable Platform

I've been building custom WordPress themes and websites since the early versions and it has proved reliable, customisable and scalable for business website use. Based on a standard WordPress installation, most website design work adopts the required Content Management System functionality from the core platform. Many clients take over content updates on their site through the easy to use admin system.

Extendable Themes & Plugins

Quickly add or change functionality within your website design, or fix problems by adding or configuring plugins. I use a number of standard plugins to add common functionality to client websites, including both free and premium recommendations for photo galleries, SEO, job listings, knowledgebase articles, landing pages, contact and quote forms, or to enhance the standard blog area.

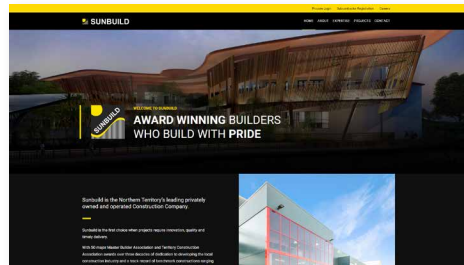
**Specialised in
WordPress based
corporate website
design and custom
development.**

Optimised & Secure Hosting

I provide an optimal hosting environment for your business website. Pre-optimised for WordPress cache and security plugins, with Apache and .htaccess tweaks focused on providing low latency for Asia based visitors. Many years experience maintaining web hosting for companies and responding to issues to keep websites in good working order for your visitors. Servers based in Singapore.

Web Design & Development

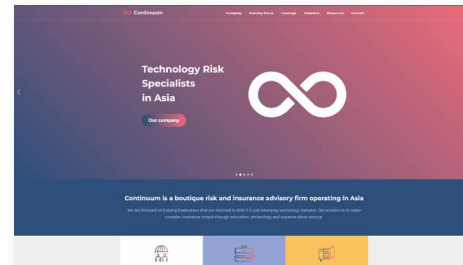
Here is a selection of my custom website design and development work between 2020 and 2024.



Sunbuild

Corporate Website

<https://www.sunbuild.com.au>



Continuum Insurance

Corporate Website

<https://www.continuuminsure.com>



ODOM Phnom Penh

Real Estate Website

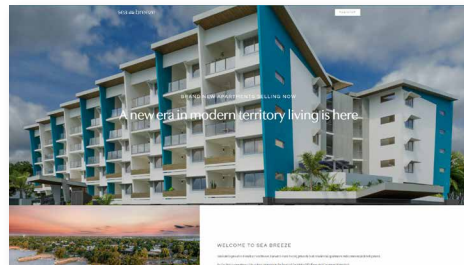
<https://www.odomphnompenh.com>



Bakong Village

Real Estate Website

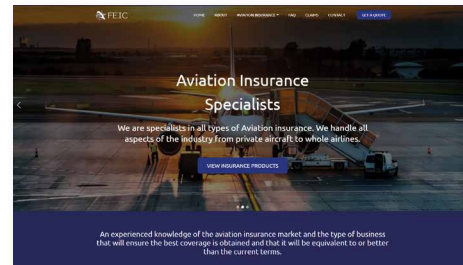
<https://www.bakongvillage.com>



Sea Breeze

Real Estate Website

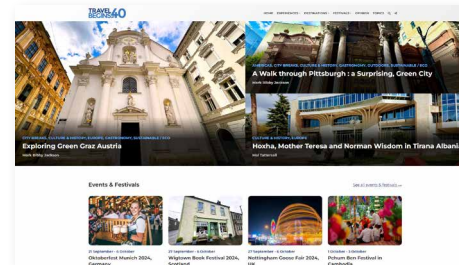
<https://www.seabreezedarwin.com.au>



FEIC (Asia) Limited

Corporate Website

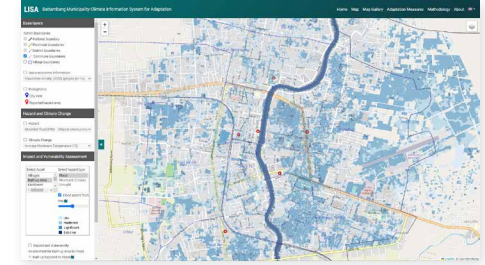
<https://www.feic-asia.com>



Travel Begins at 40

Travel Magazine Website

<https://www.travelbeginsat40.com>



UN-LISA Climate System

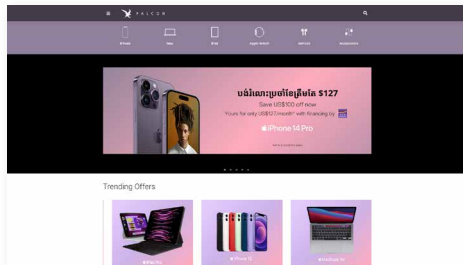
Web Application

<https://lisa.icem.com.au/>

<https://www.joegodden.com/services/website-design-development/>

Web Design & Development

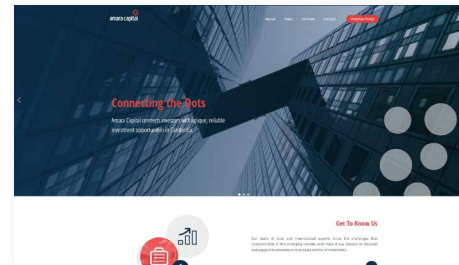
Here is more of my custom website design and development work from between 2017 and 2022.



Falcon
Retail/Wholesale Website
<https://www.falconkh.com>



Fortune Life
Corporate Website
<https://www.fortunelife.com.kh>



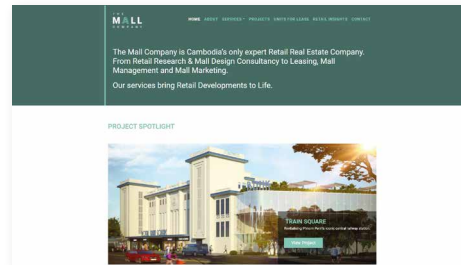
Amara Capital
Finance Website
<https://www.amaracapital.com>



Castle Bayview
Hotel/Resort Website
<https://www.castlebayview.com>



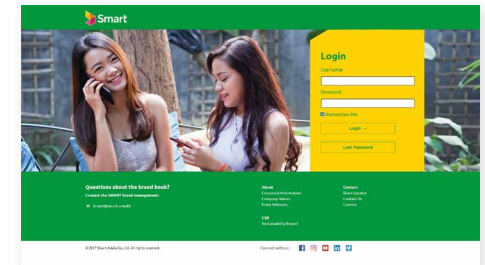
Shippy Consultants
Consultant Website
<https://www.shippyconsultants.com>



The Mall Company
Corporate Website
<https://www.themallcompany.com>



Fair Trade Village
Social Enterprise
<https://www.thefairtradevillage.com>



Smart Brand Book
Resource Portal
<https://brandbook.smart.com.kh>

<https://www.joegoden.com/services/website-design-development/>

System & App Development

Backend and customer facing web application development for business systems and e-commerce.

I develop and implement web applications and custom backend systems for increasing business automation and productivity. Primary strengths in this area include establishing the overall workflow logic, managing data, automation, and designing custom graphic user interfaces. A typical goal is to produce the simplest and cleanest application that fulfills the business needs. As part of the application planning we will adapt data and processes to best and most seamlessly align the software and business requirements.

Specialist systems I've built since 2010 for the insurance, real estate, and financial sectors perform tasks including internal data management for client accounts, generating complex financial reports, property listing management, sales CRM systems and more. Data is stored centrally and the web applications run from a custom configured, secure, and scalable web hosting platform. The core web app architecture can be customised to specific business sectors and almost any individual or industry need.

**Custom
developed web
based
applications
and business
data systems.**

Vanilla PHP & Laravel Framework

My web software is primarily built in PHP and MySQL, often utilising the Laravel Framework for the backend. For the frontend I either work with Bootstrap and jQuery, or alongside another team to develop in Vue.js or similar. The UI can be custom designed for your needs.

Data, APIs & Automation

Systems and apps can integrate with remote data sources, and provide data feeds or APIs to integrate with other apps and software. Integrate everything from automatic website updates, feeding data to PowerBI, to bank statement imports for accounting.

Mobile Team Collaboration

Organise your team into roles and give access to only what is needed. Full activity logging for all user actions allows you to monitor and control your data. Team email alerts for notifications, tasks and status changes ensures everyone stays on the same page.

Specialised Hosting Platform

Run on custom configured servers based to providing an optimal hosting environment for your business systems. Optimised for the custom framework functions and providing low latency for Asia based teams and multiple concurrent users.

System & App Development

Overview of current and past system, intranet and app backend development projects



System Development for FEIC (Asia) Limited and FEIC (Thailand) Limited

Develop and maintain custom internal system to manage day to day insurance broker operations, manage billing and produce accounting reports. The systems handle the entire client lifespan from prospect, to enquiry, to quotation slip, to firm order, billing and claims and subsequent policy renewals.



E-Commerce & Automated Policy Issuance System for FEIC (Thailand) Limited

Developed an automated insurance policy e-commerce solution for personal drone insurance sales in Thailand. Customers can apply online, fill out the insurance application, and receive the policy by email.



Career Planning System for SGX & DTB Services

Developed a system based on the "Career Optimiser" framework with DTB Services, this was then implemented with the SGX (Singapore Exchange) job roles framework to provide an internal career planning tool for their staff. The framework analyses each job role, job family, job track and unit to offer insights into skills, training, and offer options for next roles to aid career progression.



AI Powered Career Planning System for Saudi Financial Academy & DTB Services

Developed the backend for a new application using the Saudi Financial Academy job role framework. This platform offers next role recommendations based on an existing role or "CV" style profile, career path functionality where a user can select a current and desired role and dynamically generate a career path between them by analysing matching skills and competency levels. The system is AI powered integrated with ChatGPT to analyse user input and assign skills in the framework backend.



Other Past Projects

Previous intranet and system projects included development of a CRM system for Pointer Property to manage property enquiries, a data management and analysis system for Pointer Property to track market and sales data, a countrywide health data analysis system for a confidential client, and a marketing department management system for Ezecom Limited.



<https://www.joeogden.com/services/system-app-development/>

Graphic Design & Branding

Creative design services with a focus on branding and practical style guidelines.

Experience in a wide variety of industries in the Cambodian and Southeast Asia markets since 2008. My clients come from a wide range of sectors including; real estate, insurance, hospitality, telecommunications, retail, manufacturing, and energy suppliers. Frequently adapting and working in diverse environments using locally gained knowledge to your benefit.

Previously established and operated two graphic design and website agencies in Phnom Penh, Cambodia with a focus on branding and corporate identity for large and small businesses in the Southeast Asia region. I typically help you to create the foundations of a brand and provide style guidelines to empower your own team to put together the day to day marketing materials.

I understand and recognise the needs, expectations and budgets of companies based in Southeast Asia. My first concern is to listen to what you need, as you know your business better than anyone.

Identity & Logo Design

From logo designs for small startups to complete brand identity development and rebranding for corporate companies and organisations. Hundreds of logos designed for a wide variety of clients in Cambodia and worldwide. Selection of brand colours and fonts and other graphic elements.

Graphic Design & Stationery

Design for advertising campaigns and marketing materials large and small plus ongoing contracts for clients in need of regular work. Offering digital and print design services which could include business cards, social media graphics, digital flyers, brochures, email signatures, newsletters and more.

**Specialised in
corporate
identity and
logo design for
new companies
and rebrands.**

Brand Style Guidelines

Defining practical style rules and brand guidelines to follow when you create documents and marketing materials. This includes guidelines on fonts, primary and secondary colours, and using standard assets like icons, backgrounds and graphics. Consistency is key to a strong brand and I help you achieve that.

Graphic Design & Branding

Here is a small selection of my logo and branding design work.



<https://www.joegden.com/services/creative-design-branding/>

Photography

Photos and images for branding your company and use in marketing, advertising, and social media.

I also offer professional photography services including architectural/interiors, corporate portraits and “at work” shots, product/e-commerce photography, food and drink, and travel photography. Usually a photoshoot is part of a larger design or web project, but can also be done as a standalone project. I also have a large stock library of travel photos focused on Cambodia but also covering Southeast Asia and beyond that can be used in projects where relevant.



<https://www.joegden.com/services/photography/>

Hosting & Maintenance

Full range of supporting web services including website hosting, security and maintenance services.

I founded and have run HostAsean.com since 2015, providing website hosting services to numerous clients in both Cambodia and worldwide.

When established HostAsean.com became the first dedicated website hosting company in the Cambodian market. With servers based in a Phnom Penh data centre in Cambodia, latency is reduced for businesses who are reliant on daily use of their web systems and can provide a better experience for their customers based in Asia.

Optimised for business WordPress websites with a focus on website performance and knowledgeable support. Security is a high priority, keeping your website or web application secure against attacks at different levels.

My role covers everything from owner and operator to support technician with most of my website design clients hosted by HostAsean.com.

By managing my own servers I can offer a complete service for my website clients, from design concept through to ongoing security maintenance.



www.hostasean.com

jo

Past & Current Clients

An extensive client list including a few big brands in Cambodia.

Over the years I've worked with hundreds of clients from a huge range of industries and business sectors. My clients are primarily based in Cambodia, Thailand and Singapore, with some in the rest of Southeast Asia and Australia.

In recent years I have most experience working with clients in the insurance and real estate sectors, and I have significant domain knowledge in these areas. Earlier experience in Cambodia was primarily focused on the hospitality industry, working with numerous hotels and restaurants.

I've worked with brands large and small, both on inhouse contracts, ad-hoc freelance and consultancy work. Everything from telecommunications giants to small startup businesses and solo consultants. Below you'll find a small sample of some of my larger clients over the years.

Familiar with the local market and the challenges faced by businesses in Cambodia and Southeast Asia.



2019 - Current



2010 - Current



2019 - Current



2019 - Current



2020 - 2022



2017 - 2019 & 2022-2023



2015 - 2016



2014 - 2017



2013 - 2016



2009 - 2011



HOTEL CAMBODIANA

2011 - 2012



BritCham
Cambodia

2010 - 2013

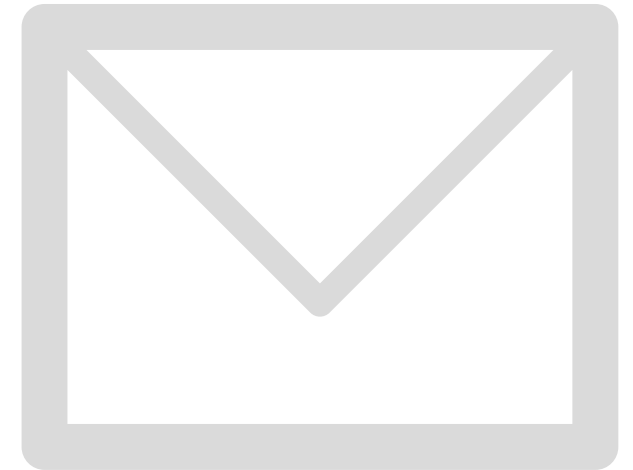
An expanded list of past clients can be found on my website at the address below:

<https://www.joeogden.com/clients/>

Get In Touch

Email and instant messaging are my preferred communication method, or we can chat over a coffee.

Email: joe@joeogden.com
WhatsApp/Telegram: **+855 966 122 972**
Location: **Phnom Penh, Cambodia**



You can also find me on:

GitHub: <https://github.com/joeogden>
LinkedIn: <https://www.linkedin.com/in/josephogden/>

<https://www.joeogden.com/contact/>

jō

Joe Ogden

www.joeogden.com