

Ariola (Lola) Barbatovci

Front-end Developer

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🔗 ariolabarba 📁 My Portfolio

PROFILE

A detail-oriented front-end developer with experience in building responsive, optimised websites for both product and service-based companies, focusing on performance, SEO, and cross-device compatibility. Adept at combining technical expertise with design thinking to deliver solutions that tailor to both user needs and business objectives. Seeking a role as a full-time front-end developer.

EDUCATION

Web Development Bootcamp

04/2023 – 06/2023

Le Wagon

London

- Full-time intensive coding bootcamp learning HTML, CSS, JavaScript ES6, Bootstrap, SQL, Terminal CLI, Git, Github, Heroku, Figma, and Ruby on Rails, as well as broader concepts such as Object-Oriented Programming.
- Designed, implemented and shipped to production two projects.

First Class Honours, BA English

09/2021 – 07/2023

King's College London

London

- Exploration of different literary periods, genres, and themes to understand the historical and cultural contexts of literature, with a particular interest in 19th century literature.
- Development of strong writing skills and critical thinking through essay assignments, research papers, and creative writing exercises.

MY PORTFOLIO

Link to my portfolio: 📁

MALI Homeware | Professional Project

- E-commerce brand running on the Shopify platform
- Tech stack: Shopify, Liquid, Schema, HTML, CSS, Javascript

Insight Into Islam | Professional Project

- Charity organisation running on the WordPress platform
- Tech stack: Wordpress, HTML, CSS, Javascript

Curious Humans Network | Personal Project

- A web application built on Ruby on Rails
- Tech stack: Ruby, Ruby on Rails, Schema, HTML, CSS, Javascript

PROFESSIONAL EXPERIENCE

Front-end developer

06/2023 – present

MALI Homeware 📁

London

- Led the website redesign and maintenance on the Shopify platform, transitioning from a third-party theme to a custom Shopify theme, enhancing both functionality and design.
- Designed responsive user interfaces, optimising performance across devices and ensuring seamless wireframe-to-interface transitions for an engaging user experience.
- Utilised HTML, CSS, JavaScript and Liquid to build dynamic product listings, streamlined checkout process and new pages, improving navigation and boosting user engagement.
- Implemented changes in the Schema to build a new 'custom badges' section in Shopify's theme customiser to highlight product attributes.

- Redesigned and built on the homepage to deliver a navigable user experience in line with branding, encouraging user interaction and increasing session duration.
- Integrated a third-party embedded form to the footer to drive subscriber sign-ups and improve lead generation.
- Ensured SEO best practices, resolved technical issues, and kept up-to-date with front-end trends and Shopify updates to optimise the user experience and support business growth.

Front-end developer

10/2024 – present
London

Insight Into Islam

- Leading the ongoing website refresh for the charity, focusing on improving user experience and design on their WordPress platform.
- Collaborating closely with the founders to understand their goals, target audience, and key areas for improvement.
- Designed a homepage mockup that highlights key information such as projects, donations, events, and the organisation's mission.
- Conducting SEO research to identify improvements aimed at increasing visibility and enhancing Google search rankings.
- Optimising homepage navigation to ensure it clearly communicates the organisation's mission and engages visitors.
- Developing a strategy to integrate social media visibility by embedding an Instagram feed and improving contact links for better community engagement.

SKILLS

- Ruby, HTML, CSS, JavaScript, SQL, Ruby on Rails, Liquid, Bootstrap, Git, Github, Object-Oriented Programming, Schema, Figma, Shopify, WordPress