

ARSHDEEP SONI

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👤 Summary

Experienced Front-End Developer with **7+ years in commercial**, skilled in modern technologies. Strong problem-solver, adaptable in challenging situations, and effective both independently and in team settings. Seeking a hybrid or remote Front-End Developer role.

📁 Experience

Compare The Market - Senior Front End Engineer - Remote, & London Hybrid March 2022 - Present

- Built & maintained a **React** component library for a New Design System, converting components from **Nunjucks** to **JSX** with testing through **React Testing Library** and **Jest**. Integrating **TypeScript** where applicable.
- Sole remaining Front-End Developer following management restructuring, **successfully completed a multi-person project independently**, demonstrating strong adaptability and problem-solving skills under challenging conditions
- Redesigned CTM's Car Journey flow using new UX designs and implementation with React & Nunjucks
- Contribution towards **build process optimization** using **Webpack** and package publishing through Gitlab CI/CD pipeline (with configuration).
- Responsible for creating **20+ scalable macros** to deliver a seamless development experience across teams for faster production of new pages and journey flows.
- Following **Agile methodologies**, with bi-weekly sprints, using a combination of Kanban and Scrum.

Discovery Inc. - Front End Engineer - London, Chiswick April 2020 - February 2022

- Took ownership and was responsible for creating a custom ReactApp to support debugging of TV Devices where browser features are unavailable - aiding teams across the business.
- Using **React** and **Storybook** to build a fresh Design System consumed by 5+ internal teams.
- Rebuilt **EPG component** (TV Guide Menu) for Web based TV Service

Yell.com - Front End Engineer - Reading September 2018 - April 2020

- Using **VueJS**, **VueX** and **SendBird API** to build Chat app
- Complete Rearchitecture from **RequireJS** to modern **Webpack** solution with **Native ES6** support and **Babel** fallback for legacy browsers in only 3 months. Introducing **Storybook** and component designs.
- Built several smooth Single Page Applications using VueJS and Vuex with backend Java API's.

House Of Fraser - Front End Engineer (Ecommerce) - Baker Street June 2018 - September 2018

- Company entered Administration and therefore very little time spent and moved back to Yell.
- Focusing on bug fixes and developing components using **ReactJS** and **Redux**
- Writing Unit Tests for components using **Jest** and **Storybook**

Yell.com - Front End Developer (University Placement) - Reading June 2016 - June 2018

- Redesigned the *Homepage*, *Search page*, *Business Page*, *Header/Footer* for Mobile/Desktop
- Followed Agile methodology and contributed towards Clean, Organised and Readable code with Unit Testing
- Worked within several teams and built *Yell Articles* (*WordPress*), improving SEO using Structured Data
- Updated user journey's for *Free-listing* and *Connect Scan* apps using modern techniques
- Developed the Content Tool (internal tool for social profiles), with **Scrum Master experience**

Freelance - Full-Stack Developer 2015 - Present

- Using a range of tools, techniques and methodologies, created several websites for friends and family.
- Custom CMS design with user friendly interface and HTML templating.

Social Media Magician / Influencer - (@ArshSoni) Present

- 15 Million+ Followers & 5 Billion+ online views
- Brand Partnerships with **Cineworld**, **Slimfast**, **Burger King**, **JuiceBurst**, **Papa Johns**, **Mini Cheddars**, **Fashion Nova**, **Bang Energy**, **NHS** & many more...

🎓 Education

(BSc) Royal Holloway University: - Computer Science with Industry Experience: **(1st) First Class Honours** 2014 - 2018

(A Levels) - William Morris Sixth Form: ICT, Maths and Economics - **ABB** respectively 2012 - 2014

🏆 Programming Skills

- Excellent HTML & CSS Knowledge
- Advance Webpack knoweldge with custom plugins
- NodeJS, ExpressJS, PHP and Java
- Experience with SASS/LESS/Styled Components
- CMS (Wordpress)
- Advanced VueJS, Vuex knowledge
- Progressive Enhancement
- Advance JS/ES6
- Unit Testing: Jasmine, Karma
- Experience with B.E.M/SMACSS
- Web Performance, RequireJS, Grunt
- W3C Standards
- Beginner React and Redux
- Excellent Responsive Design skills
- Intermediate jQuery
- MySQL and PostgreSQL
- Cross Browser Testing, Specificity
- Adobe Photoshop/Illustrator

🏆 Achievements

- Member of **The Magic Circle** (MMC)
- 15M Followers & 5 Billion+ Views on Social Media
- Featured on Billboards all over London, Piccadilly Lights, Waterloo IMAX, Westfield London, Canary Wharf & more...

Interests and Hobbies

Performing Magic and Creating Videos on Social Media • Photography & Videography • Driving • Drone Flying

References are available upon request