

# ARSHDEEP SONI

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## 👤 Summary

Enthusiastic Front-End Developer with **5+ years of commercial and freelance experience** with a strong technological background. Fast Learner and Team Player seeking a permanent **Front End Developer** position.

## 🧰 Experience

**Discovery Inc. - Front End Engineer** - London, Chiswick April 2020 - **Present**

- Created a debugging tool to be used on React App for TV Devices where console's are not available
- Used **React** and **Storybook** to build Design System from scratch to be used on multiple projects
- Worked alongside devs to rebuild **EPG component** for web based tv service
- Kanban & Agile methodology

**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

- 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**

- *www.ArshdeepSoni.com* ----- Personal Magician Website
- *www.MagicSingh.com* ----- Client project supporting a blog system and a simple PayPal shop
- *www.AutoGoSOM.com* ----- Project for a driving instructor using BoltCMS
- *www.JoshPhotography.co.uk* -- Online portfolio for a Photographer, with a custom backend CMS
- *www.SoniMakeovers.co.uk* ---- Website for my mother who is a Make-up Artist
- *www.SJMagic.co.uk* ----- Website for a Magician with CMS to manage content

**Professional/Social Media Magician** - (@ArshSoni) 2012/13 - **Present**

- Nearly 10 Million Online Followers with over 1 Billion online views - @ArshSoni
- Worked with well known brands such as **Burger King**, **JuiceBurst**, **Papa Johns**, **Mini Cheddars**, **Fashion Nova**, **Bang Energy**, **NHS Covid App** & more... on brand campaigns
- Regularly perform at corporate and private events

## 🎓 Education

**(BSc) Royal Holloway University** - Computer Science with Industry Experience: **(1<sup>st</sup>) 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
- Advanced VueJS, VueX knowledge
- Beginner React and Redux
- Advance Webpack knoweldge with custom Progressive Enhancement plugins
- Excellent Responsive Design skills
- Advance JS/ES6
- Intermediate jQuery

- NodeJS, ExpressJS, PHP and Java
- Experience with SASS/LESS/Styled Components
- CMS ( Wordpress )
- Unit Testing: Jasmine, Karma
- Experience with B.E.M/SMACSS
- Web Performance, RequireJS, Grunt
- W3C Standards
- MySQL and PostgreSQL
- Cross Browser Testing, Specificity
- Adobe Photoshop/Illustrator

## Achievements

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- Member of **The Magic Circle** (MMC)
- 10M Followers & 1 Billion+ Views on Social Media
- Featured on Billboards all over London, Piccadilly Lights, Waterloo IMAX, Westfield London, Canary Wharf & more...

## Interests and Hobbies

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

References are available upon request