

# ARSHDEEP SONI

✉ ArshDSoni@gmail.com • 📞 07588418134  
🐙 github.com/ArshSoni • 🌐 ArshSoni.github.io

## 👤 Summary

Enthusiastic Front-End Developer with **7+ years of commercial and freelance experience** with a strong technological background. Fast Learner and Team Player seeking a permanent fully remote **Front End Developer** position.

## 🧰 Experience

**Compare The Market** - Senior Frontend Engineer - London, Hybrid March 2022 - Present

- Build upon legacy design system using **React**
- Create entirely new design system with **HTML templating** with custom macros throughout
- Redesign entire car journey flow with macros and vanilla javascript

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

- 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

**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

- 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: **(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
- 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