

# CLAUDIO CAMBA

## FRONT END DEVELOPER

[claudiocamba.com](http://claudiocamba.com)[LinkedIn](#)[Github](#)

### PROFILE

Web Developer with a passion for using code to bring diverse experiences to life. Having worked within a digital marketing agency, I have experience in agile development and delivery focused processes. My experience ranges from static website creation, to conducting A/B Experimentation on dynamic ecommerce websites. I seek challenging opportunities to further leverage my technical, analytical and problem-solving abilities.

### EXPERIENCE

#### **Cheil Worldwide / Samsung – Front End Developer - CRO | 01/ 2019 – 02/ 2022**

- Created A/B tests, personalising consumer experience to improve conversion and revenue.
- Optimised websites based on designs, using HTML5, CSS3, JavaScript and Adobe Target.
- Performed QA and debug inspections to ensure that the tracked elements data is collected.
- Supported various markets by creating in-depth tutorials and code generators (Confluence).
- Responsible for Optimisation implementation during the Samsung Flagship launches.
- Identified brief feasibilities for strategists, to ensure that the project is completed on time.
- Managed Jira Service Desk to support multiple markets with queries regarding test builds.
- Trained & Onboarded Samsung/ Cheil international markets on Adobe Target & Confluence.
- Supervised developers to ensure all tests adhered to the company's processes.

#### **Virgin Experience Days / Gifts – CRO Specialist | 09/ 2021 – 11/ 2021**

- Built Dynamic Yield A/B, MVT and Recommendations tests to increase conversion.
- Developed reusable and dynamic components utilising front-end technologies.
- Designed wireframes utilising Figma and converting it into a working component.

#### **• Evokeu – Junior Front End Developer | 09/ 2018 – 1/ 2019**

- Transformed designs into functional websites utilising HTML, CSS & jQuery.
- Liaised with clients to determine their needs and follow up with regular updates.
- Collaborated with the design team to complete projects within the timeframe.
- Utilised CMS for the creation and modification of digital content.

### EDUCATION

#### **The Odin Project – Full Stack Javascript | 2022**

- React, NodeJS, Javascript, ES6, Classes, Modules, SCSS & Webpack.

#### **Udemy, Colt Steele – Web Developer Bootcamp | 2018**

- HTML5, CSS3, JavaScript, DOM Manipulation & Command line.

#### **FreeCodeCamp – Web Development | 2017**

- Responsive Web Design, JavaScript Algorithms & DOM Manipulation.

#### **Treehouse – Front-End Web Development | 01/2018 – 03/2018**

- HTML: HTML5, Tables, Forms, Web optimisation & web accessibility.
- CSS3: CSS3 Basics, Selectors, Responsive Layout, Flexbox & Bootstrap.
- JavaScript: Ajax Basics, APIs, the DOM, Data Manipulation & jQuery.

#### **Macbeth Centre (MAC) – Web Design: JavaScript | 06/2015 – 09/2015**

- Learned programming fundamentals and writing scripts to add interactivity.

#### **City University – WEB Authoring, Advanced CSS3 & HTML5 | 10/2014 – 04/2015**

- CSS: fundamental concepts, practical CSS, web standards and browsers.
- HTML: semantic markup, structure, links, images, tables and forms.

#### **University of Westminster – Bachelor of Arts in Animation | 2010 – 2013**

- Produced films utilising numerous concepts in animation and visual design.

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### SKILLS

- JavaScript, jQuery, API, AJAX
- HTML, CSS, SCSS, Bootstrap
- Adobe Target, Dynamic Yield
- Git, Webpack, Confluence, Jira
- Photoshop, Figma, Invision

### PROJECTS

#### **Comparison Table Code**

**Generator** - The comparison table module compares two devices within multiple categories (Camera, Display, Battery, Performance & Security). I utilised Adobe Target features to showcase the visitors' device in comparison to Samsung devices.

[View Live](#)

**GMPC Website** - This web site was created for a client which operates in Qatar within the construction industry. The site was developed from a unique design and most modules are able to be updated via CMS.

[View Live](#)

**Faceman Game** - A re-imagined version of the famous hangman game, this game is for two players, one player submits a word and the other player(s) must try to guess by suggesting letters, with a limited number of attempts. This game was designed and coded with the purpose of improving my skills in jQuery and CSS.

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