Daniel Cassell Frontend Developer

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in linkedin.com/in/danielcassell   🔗 My Portfolio

💼 PROFESSIONAL EXPERIENCE

Lead Developer, *Avonvale Bowls Club* 🔗   Apr 2024 – May 2024
- **Frontend Development:** Designed and built a new website using Next.js and TypeScript, focusing on creating a visually appealing, efficient, and accessible user experience.
- **Frontend Architecture:** Developed a robust architecture ensuring the website is both scalable and maintainable, aligning with modern web standards and practices.
- **RESTful API Development:** Designed and implemented RESTful API services to facilitate seamless data exchange between the frontend and backend, ensuring efficient and reliable communication.
- **Dynamic Content Management:** Integrated Contentful, a headless CMS, to manage dynamic content, enabling flexibility for future enhancements.
- **Content Scalability:** Streamlined processes for the editorial team, allowing them to post a large volume of content daily with ease.
- **Clean Coding Practices:** Applied principles of clean coding, including test-driven development (TDD), modular architecture, and adherence to SOLID principles, to maintain a well-organised and efficient codebase.
- **Tech Stack:** TypeScript, Next.js, Contentful, Tailwind, REST, Figma

Frontend Developer, *Pulselive* 🔗   Nov 2021 – Mar 2024
London, United Kingdom
- **Comprehensive Rebranding and Feature Development:** Led the complete redesign of the Premier League site, enhancing performance, accessibility, responsiveness, and user experience using modern web technologies.
- **Key Feature Contributions:** Developed critical pages, including the Awards Page and Man of the Match Page, ensuring seamless user interactions and engagement.
- **Collaborative Full-Stack Contributions:** Worked across frontend and backend, aligning with product managers, designers, and developers to deliver scalable, user-centric solutions.
- **Continuous Optimisation:** Maintained site stability through continuous deployment practices, addressing bugs and optimising code for performance.
- **Website Migration:** Orchestrated the migration of the ICC site to Preact, boosting performance and maintainability.
- **Framework Innovation:** Engineered a white-label site framework for ICC tournaments, reducing reskinning time from 1 month to 1 day. This framework enabled users to utilise our internally built CMS to easily reskin their tournament sites with minimal effort.
- **Youth Engagement Microsite:** Designed and developed Criiio, an interactive microsite, that delivered personalised experiences for young athletes.
- **Campaign Collaboration:** Partnered with marketing teams to create UX/UI strategies for promotional campaigns.
- **Documentation Standards:** Established documentation standards that improved onboarding efficiency by 40%.
- **Mentorship and Knowledge Sharing:** Mentored junior developers through detailed pull request reviews, pair programming sessions, and regular feedback. Presented best practices and techniques for improved workflows during frontend team meetings, fostering collaboration and skill development.
Tech Stack: JavaScript, React, SASS, Freemarker, Redux, TypeScript, AWS

Software Engineer, *Adventour*   Dec 2020 – Jul 2021
London, United Kingdom
- **Frontend Development**: Spearheaded React Native development for interactive city tour features, enhancing user engagement and app responsiveness.
- **Database Design:** Using Express, PostgreSQL, and Sequelize, optimised database structure and schema design, ensuring data integrity and performance for seamless tour information retrieval and management.
- **State Management and API Integration:** Implemented Redux for state management and integrated RESTful APIs for data interaction.
Tech Stack: TypeScript, React Native, Redux, PostgreSQL, Sequelize, Express

🧠 SKILLS

Javascript   Typescript   React   NextJS   Node.js   Git   SASS   Tailwind

Gatsby   Redux   Freemarker   REST API   GraphQL   Contentful   Figma

Python