Daniel Cassell Frontend Developer

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in linkedin.com/in/danielcassell My Portfolio

PROFILE

Frontend Developer with a strong passion for both problem-solving and developing great-looking applications. I specialise in JavaScript technologies and spend a lot of time working with Next.JS and Typescript.

PROFESSIONAL EXPERIENCE

Lead Developer, Avonvale Bowls Club *⊘*

Apr 2024 - May 2024

- Designed and developed a new website using Next.js and TypeScript for a Bristol-based bowls club.
- Implemented a frontend architecture to enhance user experience and performance.
- Integrated Contentful, a headless CMS, to manage dynamic content such as fixtures, results, news posts, and photos.
- Enabled easy content updates and publishing capabilities through Contentful, ensuring flexibility and scalability for future enhancements.

Frontend Developer, Pulselive *⊗*

Nov 2021 - Mar 2024 London, United Kingdom

Premier League:

- Led the site's comprehensive rebranding in late 2023, encompassing design overhauls across all pages.
- Implemented new features with a focus on enhancing the Match Centre functionality and overall site performance and readability.
- Developed key pages independently, including the Awards Page and Man of the Match Page, ensuring seamless integration with existing site architecture and design standards.
- Contributed to the design and full-stack development of various small-scale features, such as promotional campaigns for new Premier League initiatives and features, enhancing user engagement and site usability.
- Engaged in ongoing bug fixing and support for Business As Usual (BAU) tasks, maintaining site stability and performance.

ICC

- Heavily involved in the migration of their main website from vanilla JavaScript to Preact, enhancing performance and maintainability.
- Developed a fully customizable white-label site framework, allowing ICC to tailor it for each specific tournament and event.
- Designed and implemented Criiio, a microsite aimed at promoting cricket among children, fostering engagement and participation.

Tech Stack: Javascript, React, SASS, Freemarker

Software Engineer, *Adventour*

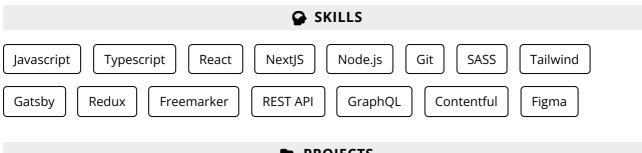
Adventour reinvents the traditional way of exploring places with tours that are an interactive way to experience the history and culture of a city.

- Collaborating with a team of 4 engineers, my role was mainly in front-end development: designing and implementing the front-end logic.
- Heavily involved in organising the structure of the database, and designing the schema.
- Planned and organised how we effectively implemented Redux into the application.

Tech Stack: TypeScript, React Native, Redux, PostgreSQL, Sequelize, Express.

Dec 2020 - Jul 2021

London, United Kingdom



PROJECTS

F3

F3 is an app designed to help a group of friends record and track their football games in a fun and engaging way and suggests teams based on the input received.

- Created the algorithm F3 uses to produce fair teams each week based on previous game results.
- I built the app from the ground up, developed the front-end, and designed and implemented the underlying API and data modeling.

Tech Stack: React, Express, PostgreSQL, Sequelize.

EDUCATION

Software Engineering, Codeworks *∂*

2021

- React / ReactNative
- Express / Node.js
- JavaScript / TypeScript
- HTML / CSS

Chartered Institute of Management Accountants, *Kaplan*

Sep 2018 – Nov 2019 Bristol, United Kingdom

- Fundamentals of Business Economics
- Fundamentals of Financial Accounting
- Fundamentals of Management Accounting
- Fundamentals of Ethics, Corporate Governance, and Business Law

♂ INTERESTS

Being Active — Whether that's playing football, cycling, going to the gym, or hiking.

Music — Love to sing, I also learned how to play the piano and drums during my childhood.