

Daniel Cassell

Frontend Developer

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🌐 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 Criio, a microsite aimed at promoting cricket among children, fostering engagement and participation.

Tech Stack: Javascript, React, SASS, Freemarker

Software Engineer, Adventour

Dec 2020 – Jul 2021
London, United Kingdom

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.

SKILLS

Javascript

Typescript

React

NextJS

Node.js

Git

SASS

Tailwind

Gatsby

Redux

Freemarker

REST API

GraphQL

Contentful

Figma

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.