



Daniel Cassell

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Open to hearing about Front End Developer, Full Stack Developer and Mobile Developer positions.

Skills

Positions

Front End

Experience level

Junior, Mid

Core skills

React, JavaScript, HTML5/CSS3

Other skills

Typescript, React Native, SASS, GatsbyJS, Next

Work eligibility

UK

Preferences

Work type

Onsite, Remote, Hybrid

Work timezone

UTC-2:00 - UTC+2:00

Tech stack/Tooling

React, JavaScript, HTML/CSS, SASS

Languages

English (fluent)

Experience

Lead Developer, Avonvale Bowls Club

04/2024 - 05/2024 (2 months)

- Created a modern website for a Bristol-based bowls club using Next.js and TypeScript.
- Optimised frontend architecture to improve user experience and performance.
- Integrated Contentful, a headless CMS, for managing dynamic content like fixtures, results, news posts, and photos.
- Facilitated seamless content updates and publishing by implementing Contentful, ensuring adaptability and scalability for future improvements.

Web Developer, Pulselive

11/2021 - 03/2024 (2 years 5 months)

📍 London, UK

During my time at Pulselive, a subsidiary of Sony, I was responsible for developing websites and apps for various sports brands.

- Led the Premier League's comprehensive rebranding in late 2023, including design overhauls across all pages.
- Implemented new features to enhance Match Centre functionality, site performance, and readability.
- Developed key pages independently, such as 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 small-scale features, including promotional campaigns for new Premier League initiatives, enhancing user engagement and site usability.
- Provided ongoing bug fixing and support for Business As Usual (BAU) tasks, maintaining site stability and performance.
- Heavily involved in the migration of the ICC's 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.

Software Engineer, Adventour

12/2020 - 07/2021 (8 months)

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.

Experience

Software Engineer, Movie Mapper

12/2019 - 11/2020 (1 year)

Movie Mapper is a web app for users to find famous movie locations on a world map.

- I joined a production team of 2 engineers responsible for product maintenance.
- Improved performance and refactored the front-end from JavaScript to TypeScript.
- Implemented testing throughout the front and back end using Jest and React Testing Library.

Management Accountant, UK Ministry of Defence

01/2018 - 11/2019 (1 year 11 months)

Education

Codeworks

2021 - 2021 (1 month)

Computer Software Engineering

Projects

F3

01/2021 - Present (3 years 7 months)

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 client and server, and designed and implemented the underlying API and data modeling.

Tech Stack: React, Express, PostgreSQL, Sequelize.