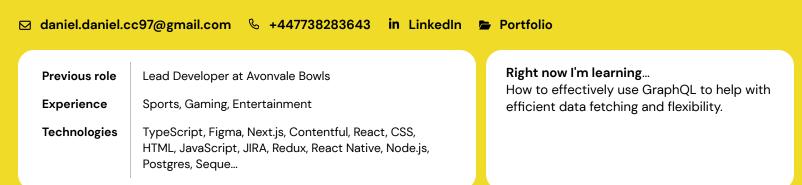
### **Daniel Cassell**



## Work experience



- 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.



Gaming · Entertainment · Sports

React

HTML JavaScript JIRA

- 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 Criiio, a microsite aimed at promoting cricket among children, fostering engagement and participation.

TypeScript Redux

React Native

Node.js

Postgres

Sequelize

- Revolutionized traditional tourism by creating interactive city tours that offer immersive cultural experiences.
- Led front-end development efforts in a team of 4 engineers, focusing on design and implementation of front-end logic.
- Played a key role in database organization and schema design for optimal efficiency.
- Strategically implemented Redux into the application to enhance functionality.

### Software Engineer, Movie Mapper

Dec 2019 - Nov 2020 (11m)

React

MongoDB

TypeScript

Node.js

- 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.
- · Additional Tech Stack: Mongoose, Mapbox, Express

### Management Accountant, UK Ministry of Defence

Jan 2018 - Nov 2019 (1y 10m)

- Defence Digital provides the Ministry of Defence with all of its IT equipment.
- Producing summaries of all of our team's financial positions to present to senior management.
- · Leading monthly meetings designed to evaluate each team's likelihood of reaching their yearly spending budget. Producing formulated Excel programmes designed to automate time-consuming tasks.

### Education

**CodeWorks** Jun 2021 - Sep 2021 (3m)

Software Engineering

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

# **Snippets**

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 back end, and designed and implemented the underlying API and data modeling.

Tech Stack: React, Express, PostgreSQL, Sequelize.

## More about me

### I like to work with people who...

Embrace new ideas and enjoy learning and implementing new technologies.

### Right now I'm learning...

How to effectively use GraphQL to help with efficient data fetching and flexibility.

### I want to work for a company that...

Offers continuous learning and professional development opportunities, and promotes a collaborative work environment.

#### Interests

Generally being active (especially cycling and playing football), playing musical instruments (piano, drums, saxophone), watching Marvel films.