HANIF CARROLL

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Skills

- **Technical**: React | TypeScript | JavaScript | Next.js | HTML | CSS | Tailwind | Node.js | Docker | Git
- **Product**: User Research | Product Strategy | Prototyping | Problem Validation | MVP Development | Agile

Work Experience

Full-stack Software Engineer **Freelance** **Sep 2024 – Current**

- Performed as fractional CTO for an emerging social events platform, leading a team of 2 juniors.
- Delivered an imaginative and responsive portfolio website for a comic book artist, highlighting recent works through a custom-designed interface.
- Designed and developed a responsive online catalogue for an auto salvage yard using Webflow, allowing customers to easily browse and search available salvaged vehicle inventory.
- Developed targeted landing pages for Light Bearers' ministry events & promotions.
- Delivered actionable UX insights through user behavior analysis via Google Analytics & Hotjar

Senior Front End Engineer **Nearsure** **Feb 2023 – Feb 2024**

- Improved efficiency and user satisfaction for 3,000+ sports organizers by engineering an interactive, user-friendly scheduling tool.
- Enhanced mobile experience by developing an optimized list view that enabled rapid event editing on mobile devices.

Front End Engineer **LeagueApps** **Nov 2021 – Feb 2023**

- Reduced scheduling time by 45% and enhanced UX by implementing an intuitive drag-and-drop scheduling grid.
- Built comprehensive reporting modules with AG Grid, focusing on clear data presentation for event planning and analysis.
- Eliminated team double-booking issues by engineering an automated conflict detection system with clear user notifications.
- Established a standardized front-end component library using Styled Components and Storybook, ensuring consistent user experience across the application.

Software Developer **Capgemini** **Jan 2019 – Oct 2021**

- Developed a comprehensive application that covered all aspects of managing a cruise ship and its crew, including berthing, reporting, and scheduling.
- Led agile development of a schedule reporting module, collaborating closely with UI/UX designers and business analysts to ensure user needs were met.
- Boosted development productivity by reducing test suite execution time by 60% (~20 min/cycle).
- Designed and implemented executive KPI dashboards, focusing on clear data visualization for leadership decision-making.

Featured Projects

- **Vox Prismatic** - Designed and deployed a full-stack SaaS application that processes client call transcripts using AI to generate and schedule LinkedIn posts, streamlining coaches' and consultants' content workflows.
- **HablaBA** - Built and launched an AI-powered MVP after leading the complete product cycle: ran user discovery interviews (15+ participants), defined requirements, designed prototypes, implemented features using AI-assisted development, and conducted usability testing.

- **Joplin Product Strategy Analysis** - Analyzed 750+ user feedback entries using an AI-powered pipeline to surface key product issues. Developed a data-driven roadmap prioritizing sync reliability and UI improvements, demonstrating strategic product thinking and technical execution for open-source software.

Education

- **B.S. in Health Sciences,** University of South Florida   **August 2013**