HANIF CARROLL

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Objective

Product Engineer | Frontend Development + Product Strategy

Frontend engineer with 7 years of experience transitioning to product engineering. I combine technical execution with user research and strategic thinking to build products that solve real problems. Seeking a founding engineer role where I can contribute across the full product lifecycle—from user insights to technical architecture.

Featured Project

Language Exchange App - Led complete product development cycle: conducted user interviews with 15+ language learners, identified core problems with existing solutions, designed and prototyped a solution using AI-assisted development, and performed usability testing. Currently building MVP based on validated user needs. Demonstrates end-to-end product thinking from research to technical execution. (Case Study)

Skills

- Product: User Research | Product Strategy | Prototyping | User Personas | Problem Validation | MVP Development | Agile
- UX/Design: User Experience (UX) | Wireframing | Figma | Design Systems
- Technical: React | TypeScript | JavaScript | HTML | CSS | Node.js | API Integration | Git | Docker | Automated Testing

Work Experience

Web Designer & Developer   **Freelance**   **Sep 2024 — Current**

- 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.

Additional Projects

- **Gym Management System** - A modern, responsive full stack web application for efficient gym management. This frontend project provides an intuitive interface for gym owners and administrators to manage members, memberships, payments, and check-ins. (Backend Source) (Frontend Source)
- **Video Chat** - Designed and developed user-friendly interface prioritizing simplicity and accessibility for 1-on-1 video chat. (View) (Source)

Education

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