

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

Work Experience

Web Designer & Developer	Freelance	Sep 2024 – Current
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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