

# 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 or early engineer role where I can contribute across the full product lifecycle—from user insights to technical architecture.

## Featured Projects

**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](#))

**Joplin Product Strategy Analysis** - Analyzed 750+ user feedback items using AI-powered pipeline to identify critical product issues. Created a data-driven roadmap prioritizing sync reliability and UI improvements. Demonstrates strategic product thinking and technical execution for open-source software. ([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

<b>Web Designer &amp; Developer</b>	<b>Freelance</b>	<b>Sep 2024 – Current</b>
<ul style="list-style-type: none"><li>• Delivered an imaginative and responsive portfolio website for a comic book artist, highlighting recent works through a custom-designed interface.</li><li>• 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.</li><li>• Developed targeted landing pages for Light Bearers' ministry events &amp; promotions.</li><li>• Delivered actionable UX insights through user behavior analysis via Google Analytics &amp; Hotjar</li></ul>		
<b>Senior Front End Engineer</b>	<b>Nearsure</b>	<b>Feb 2023 – Feb 2024</b>
<ul style="list-style-type: none"><li>• Improved efficiency and user satisfaction for 3,000+ sports organizers by engineering an interactive, user-friendly scheduling tool.</li><li>• Enhanced mobile experience by developing an optimized list view that enabled rapid event editing on mobile devices.</li></ul>		
<b>Front End Engineer</b>	<b>LeagueApps</b>	<b>Nov 2021 – Feb 2023</b>
<ul style="list-style-type: none"><li>• Reduced scheduling time by 45% and enhanced UX by implementing an intuitive drag-and-drop scheduling grid.</li><li>• Built comprehensive reporting modules with AG Grid, focusing on clear data presentation for event planning and analysis.</li><li>• Eliminated team double-booking issues by engineering an automated conflict detection system with clear user notifications.</li></ul>		

- 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.

## **Education**

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

**August 2013**