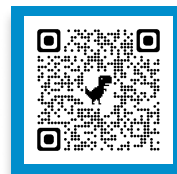# Jay Franks

Front-End Web Developer

VIEW MY WORK

PERSONAL PROFILE

An ambitious and enthusiastic Front-end Developer who takes pride on precision and creative flair. Proven ability to produce work that meets project briefs and client's needs.

Has gained valuable experience within e-commerce web development and is fascinated by a/b testing UI and UX changes to improve sales.

WORK EXPERIENCE

Nov 2020 – Present | Healthy Stuff - Junior Web Developer

- Fully planned, redesigned and rebuilt Healthy Stuff's main earning wordpress ecommerce website from scratch which has seen a 50% rise in monthly revenue.

- Having successfully met the directors brief of significant speed improvements, improved designs and conversions; I was then tasked with leading the team in rolling the build out to another 6 ecommerce websites.

- Have been fundamental in creating digital assets for the company, along with designing and developing email marketing templates on Mailchimp.

Sep 2020 – Nov 2020 | Aspex - Front End Developer & Digital Marketing Executive

- Designed and developed new pages and sections for the website as well as fixing various responsiveness issues. I had to quickly understand the business and adapt to the way their wordpress website was created.

- Set up a payment system to enable customers to purchase keys via the website instead of ringing up. I used my initiative to solve an issue for the company.

- Worked closely with key stakeholders to plan and execute digital activities such as website developments, LinkedIn posts and the Mailchimp newsletter.

EDUCATION

2017 - 2020

University of Leeds

BA Digital Media, Second Class Honours

Created an android app and a website for my final year project.

Completed key modules in Dynamic Web Programming, Interface Design and Design for Digital Media.

2013 - 2017

Lutterworth College

A-Level: AAC

GCSE: 6 A's, 1 B, 3 C's

KEY SKILLS

HTML | CSS | JS | PHP

WordPress | Design

WooCommerce | UX | UI

SEO | Speed Optimisation

CONTACT

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jayfranks99

Leicester, LE8 6BJ

Jay Franks

Front-End Web Developer

WORK EXPERIENCE

Jan 2020 – Feb 2020 | Mixd - Web Development & Design

- Gained insight into the opportunities and challenges of working in such a fast-paced environment

- Developed technical skills such as GitHub, WordPress, JavaScript, version control, UX design and API's.

KEY PROJECTS

Allergy Test Website Rebuild | Healthy Stuff

- Built main landing pages and elements from scratch. Pursued wordpress theme development for product, basket and checkout pages.

- Planned, designed and built the whole website myself, worked closely with directors so they were satisfied, significantly improved google page scores, speed and SEO.

Motive App and Website | University Final Year Project

- Challenging myself for my final year project, I built a Freshers android app having never done app development before.

- Technical work included - automatic placing of google map marker, log in and register functionality, profile creation and editing, viewing other users profiles, account verification with University of Leeds - all data stored with Firebase.

Sonar | University Digital Media Teams Project

- Developed good team working, project management and leadership skills to create a campaign raising awareness on ways to help homeless people.

- I was able to steer the project away from failure to being a great success in achieving a high 2:1 and producing a professional presentation.

MY SKILLS

Professional

Technical
HTML, CSS, JS, PHP, Wordpress, WooCommerce, Android, Firebase, Git, SEO, Speed Optimisation.

Design & Digital
Wireframing, UX, UI, Digital Marketing, Editing, Motion Graphics, Animation.

Personal

Problem Solving, Creativity, Planning, Teamwork, Flexibility, Communication, Leadership, Analytical.

INTERESTS

Passion for sports and running, improving my development and design skills and a lover for classic dance tracks.

CONTACT

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