



Lloyd Sibson BA


CRO & FRONT-END DEVELOPER

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Professional Profile

Creative and innovative CRO / front-end developer with a flair for design and strong business acumen. Experienced in all facets of conversion rate optimisation and front-end development, working with major brands including Next, Rolex and Shell. Skilled in collaborating with all members of the organisation, building strong relationships in an agile team. Attentive to detail, with a proactive and analytical approach to solving complex problems, demonstrating in-depth knowledge of company standards and legislation. Organised and efficient at setting, and achieving goals, with the time and project-management capabilities required to fulfil assignments and objectives in accordance with company requirements.

Competencies

Front-End Website Development • JavaScript • jQuery • React • TypeScript • HTML5 • CSS3 • CSS Flexbox • SASS • UI/UX • Next.js • GIT • Unit Testing • API • Responsive Web Design • Google Analytics • Webpack • Visual Studio Code • Debugging • Adobe Creative Suite • SAP Commerce • Graphic Design • Microsoft Office • Design • Figma • Monetate • Agile Principles • A/B Testing • Azure Devops • Problem Solving • Project Planning • Project Management • Analysis • Team Leadership • Training & Coaching • Creative Thinking • Critical Thinking • Relationship Building • Customer Care

Career Summary

CRO Developer / Front-End Developer (Acting Senior)

2021 – Present

NEXT • Leicester, UK

KEY ACHIEVEMENTS

- Acting as a point of escalation for complex front-end development queries; resolving issues to the satisfaction of all parties.
- Planning and managing projects from inception to completion; achieving results on time and in budget.
- Contributing to the development of AB tests, using Monetate and Google Analytics; realising an uplift of £10M.
- Identifying skills gaps, delivering training and coaching to junior/mid level developers; advancing skills and knowledge to allow the continual improvement of processes and achievement of targets.
- Forming strong and mutually beneficial relationships, sharing ideas and best practices; improving efficiency and productivity throughout cross-functional teams.

RESPONSIBILITIES

- Collaborating with E-commerce product owners, business users and an established team of internal and external developers to improve the front-end user journey, developing new user-facing features, for this multinational clothing, footwear and home products retailer.
- Championing best design and coding practices and innovating new ideas.
- Using Azure DevOps and working to an Agile and Scrum framework.
- Critically analysing processes and technical data, recommending improvements.
- Writing effective, efficient code and completing code reviews.

Front-End Developer

2021 – 2021

Shell Energy • Contractor • Coventry, UK

KEY ACHIEVEMENTS

- Continuously looking at ways to improve Shell's expanding set of digital products, by suggesting technical improvements, alongside deploying multivariate experiments to validate hypotheses/growth hacks.
- Taking time to conduct research days by investigating newer engineering techniques, tech frameworks and opportunities to capitalise on emerging technologies.

RESPONSIBILITIES

- Working within a cross-functional team of product owners, back-end API developers, front-end developers, test engineers, UX specialists and wider product stakeholders.
- Acting as a mentor throughout the wider team and helping develop my peers across all levels.
- Shipping features continuously into production using an agile product development flow.

Front-End Developer & CRO Developer

2018 – 2021

The Watches of Switzerland Group • Leicester, UK

KEY ACHIEVEMENTS

- Engaging a creative design approach, with extensive industry, E-commerce and UI/UX knowledge to design a bespoke website journey for Rolex; completed project on time and in accordance with Rolex's strict design and development needs.
- Entrusted to deliver results, created responsive and elegant web applications for Rolex UK and USA, worked as a dedicated developer and official representative for Watches of Switzerland Group.
- Forged robust relationships with Tudor, Tag Heuer, Cartier, Gucci, Omega, Breitling and IWC, offered UI/UX best practices and resolved issues with websites, Graphics and UI/UX designs.

RESPONSIBILITIES

- Developed new user-facing features and built reusable code and libraries.
- Leading feature development through user interfaces and website development, using various languages, tools and frameworks, such as HTML5, CSS3, JavaScript, jQuery and Bootstrap.
- Delivered technical support to plan, test and implement several projects and user requests, while adhering to the wider E-commerce roadmap and tight deadlines.
- Managed end-to-end lifecycle of front-end web development, ensured alignment with luxury brand strategy and maintained brand integrity by creating responsive content pages and dynamic components from UI/UX Designs (Figma).

Junior Front-End Developer

2016 – 2018

Community Brands • Leicester, UK

KEY ACHIEVEMENTS

- Developed and managed an SAAS website for a start-up business, oversaw brand identity, development activities and content management.
- Translated stakeholder briefs in development and creation; successfully delivered projects within set timeframes.

RESPONSIBILITIES

- Supporting lead developer and product owners, including analytics, SEO, UI/UX and A/B testing for marketing purposes.

ADDITIONAL EXPERIENCE

- QA Tester, Community Brands, Leicester, UK

Education

Bachelor of Arts (Hons) in Fine Art

2012 – 2015

De Montfort University • Leicester, UK

AWARDS

- Creative Industries Scholarship: awarded to top 5% of university students for exceptional work

Personal Projects

- UI Developer, Arclight Music UK • <https://www.arclightmusic.co.uk/> • 2019 – Present: non-profit events company, improve funding in music education to provide a better chance for underprivileged children whose families can't afford the cost of learning to play an instrument.
- Personal Website • www.lloydsibson.com • 2018 – Present: constructing a platform to test and use latest web technologies and practices.