

## Professional Profile

Creative and innovative front-end developer with a flair for design and strong business acumen. Experienced in all facets of front-end design, partnering with major clients including Next, Rolex and Cartier. 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

### Front-End Developer

NEXT • Leicester, UK

2021 – Present

#### 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 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 & UI/UX Designer

Monocode • Leicester, UK

2021

#### KEY ACHIEVEMENTS

- Instrumental in the start-up of this Digital Agency, leveraged detailed industry knowledge and design techniques to understand client needs and create bespoke graphics and web designs; consistently met client requirements.
- Designed and launched a personal portfolio website, cleverly combined the creative and technical aspects of design and development; elevated clients' online presence and brand awareness.

## RESPONSIBILITIES

- Generated unique graphics and web designs for clients, inclusive of websites, bug fixes, logo's, posters, flyers, ID cards, T-shirts, business cards, marketing material, social media material, in addition to website administration and maintenance.
- Balanced a tenacious approach with outstanding levels of service to secure and manage new client projects throughout the entire lifecycle, using a portfolio of design techniques, development tools and technologies.

## Front-End 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).

## UI/UX & Graphic Designer

2016 – 2017

*Asia Mart Online • Leicester, UK*

## KEY ACHIEVEMENTS

- Designed, built and managed an E-commerce website for a start-up business, oversaw brand identity, design activities and content management.
- Translated client briefs in UX design and creation; successfully delivered projects within set timeframes.

## RESPONSIBILITIES

- Researched options to develop client designs, including logo, promotion material, ID cards and leaflets within brand image, specifications and colour schemes.

## ADDITIONAL EXPERIENCE

- Junior Front-End Developer, Eduspot, Leicester, UK

## Education

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### 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

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- 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](http://www.lloydsibson.com) • 2018 – Present: constructing a platform to test and use latest web technologies and practices.