



# LLOYD SIBSON


Front-End Developer

Leicester, United Kingdom 

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[www.lloydsibson.com](http://www.lloydsibson.com) 

[www.github.com/Lloydsibson](https://www.github.com/Lloydsibson) 

## PROFESSIONAL PROFILE

An innovative and passionate developer with a design and entrepreneurial background, along with valuable expertise in building positive working relationships within an agile team. Comprehensive experience has been gained in maintaining meticulous levels of attention to detail to ensure multiple competing priorities are managed and coordinated efficiently and within stipulated specifications and tight deadlines. Front-End Developer on all WOS Group E-commerce websites and the dedicated developer at WOS for Rolex. Capable of communicating confidently with other high-profile brands such as Gucci, Tag Heuer and Armani and consistently exceeding service and quality expectations. Effectively combines an analytical and resourceful approach to solving complex problems with the proven capacity to transition ideas from the creative concept to practical implementation. Able to demonstrate excellent interpersonal, organisational and workload management skills, used to great effect to succeed in fast paced technical environments.

## CAREER SUMMARY

 **Front-End Developer** | The Watches of Switzerland Group PLC | Leicester, UK

09/2018 – Present

### KEY ACHIEVEMENTS

- Front-End Developer for the largest prestige luxury jewellers and timepieces specialist in the UK, boasting over 140 collective stores and an annual turnover of £1 billion
- Used a creative design approach, along with extensive industry, E-commerce and UI/UX knowledge to design a bespoke website journey for Rolex on behalf of Watches of Switzerland, whilst adhering to Rolex's strict design and development requirements
- Serve as Rolex UK and USA dedicated Developer and official Representative for Watches of Switzerland Group

### RESPONSIBILITIES

- Oversee complex user interfaces and website development by using various languages, tools and frameworks on a daily basis, including HTML5, CSS3, JavaScript, JQuery and Bootstrap
- Use strong verbal and written communication skills to clearly convey technical issues and concepts within a diverse Agile team and develop small, incremental released and rapid iterations
- Provide front-end technical support during planning, testing and implementation of a wide range of projects and user requests, whilst adhering to the wider E-commerce roadmap and tight deadlines
- Build and maintain positive relationships with other prestigious brands such as Tudor, Tag Heuer, Cartier, Gucci, Omega, Breitling and IWC through UI/UX best practices and resolving issues with websites, Graphics and UI/UX designs
- Work collaboratively with E-commerce business users, development agencies and an established team of internal and external developers to improve the front-end user journey of multiple websites
- Enhance alignment with a well-defined luxury brand strategy and maintain brand integrity by creating responsive content pages and dynamic components from UI/UX Designs (Figma)
- Coordinate and manage development workflow to ensure targets are met
- Develop new user-facing features and build reusable code and libraries for future use

 **Founder** | Monocode | Leicester, UK

2017 – Present

### KEY ACHIEVEMENTS

- Founded and manage this Digital Agency by using comprehensive industry knowledge and various design technologies, along with the ability to engage with clients and ascertain their needs to create unique graphics and web designs
- Proudly created a personal portfolio website, combining both creative and technical aspects of design and development to optimise clients' online presence and brand awareness

#### RESPONSIBILITIES

- Create unique graphics and web designs for a range of clients in a freelance capacity, including bespoke websites, bug fixes, logo's, posters, flyers, ID cards, T-shirts, business cards, marketing material, social media material and website administration and maintenance
- Leverage excellent communication and interpersonal skills to liaise confidently with clients to plan and oversee projects from concept to completion, utilising various design techniques, development tools and technologies

 **Software Implementation Engineer / QA Software Tester** | Eduspot | Leicester, UK 07/2015 – 04/2018

#### KEY ACHIEVEMENTS

- Started at Eduspot as QA Software Tester and promoted to Software Implementation Engineer in October 2015
- Provided adequate training and guidance to clients and in-house staff on multiple company products

#### RESPONSIBILITIES

- Collaborated with dev team as Implementation Manager, designing new programs for client implementation activities
- Built and maintained positive relationships with clients by conducting in-depth research on client issues, documenting findings and implementing technical activities as well as assisting in monitoring software implementation lifecycle
- Used strong communication and teamwork skills to work with software developers and project support teams

 **UI/UX & Graphic Designer** | Asia Mart Online | Leicester, UK 11/2016 – 12/2017

#### KEY ACHIEVEMENTS

- Developed and administered an E-commerce website for an Asian snack start-up business, overseeing brand identity, design activities and content management
- Continuously ensured premium customer experience and optimised UX by creating and designing according to client briefs, using analytics and creative thinking and delivering projects within agreed timeframes

#### RESPONSIBILITIES

- Conducted research on customers to create designs, such as company logo, promotion material, ID cards and leaflets within brand image, specifications and colour schemes

### EDUCATION

 **BA (HONS) in Fine Art, 2:1** | De Montfort University 2012 – 2015

Awarded the “Creative Industries Scholarship”: Awarded to the top 5% by De Montfort University for exceptional work.

### COMPETENCIES

**IT SKILLS:** JavaScript | JQuery | React | HTML5 | CSS3 | CSS Flexbox | SASS | UI/UX | Node.js | Webpack | Debugging | Adobe Creative Suite | SAP Commerce | GIT | Responsive Web Design | Graphic Design | Microsoft Office

**OTHER SKILLS:** Creative & Critical Thinking | Innovative Problem Solving | Customer Care | Project Planning | Teamwork | Communication | Time Management

### PERSONAL PROJECTS

- Arclight Promotions UK | 2019 – Present | [www.arclightpromotions.co.uk](http://www.arclightpromotions.co.uk)
  - Lead Developer and Designer at this non-profit events company, which was founded in 2019 with a passion for music and education to help make a change in what has locally become a dying part of the city's culture
  - Aimed at assisting younger musicians with more opportunities to gain performance experience and the chance to showcase themselves to make a career out of music, either through performing or other areas of the industry
  - Arclight Promotions UK helps to 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 | 2018 – Present | [www.lloydsibson.com](http://www.lloydsibson.com)
  - Platform to test and use the latest web technologies and practices

### REFERENCES AVAILABLE ON REQUEST