

Nazif Mohamed Hanif

Portfolio: nazifhanif.com

(+44)07824982671 • London • nazifhanif28@gmail.com • [LinkedIn](#)

Skills

Programming Languages

- JavaScript, ReactJS, JQuery, TypeScript, Java, SQL, HTML, CSS, Python, C++

Technologies/Tools

- Jira, Excel, Office, Git, Spring, Maven, Oracle, Junit, Jest, Playwright, Adobe Target, Adobe Launch

Experience

CRO Web Developer – Charles Tyrwhitt (09/2024 – Present)

- **Developed and optimized A/B tests**, improving site performance and user experience using **JavaScript, jQuery, HTML, and CSS**.
- Built and maintained **tracking solutions** using **Adobe Launch**, integrating analytics to measure user behavior.
- Developed a **multi-buy tracker**, increasing **conversion rate by 12%** and **revenue per visitor by 7%**.
- Spearheaded a **product page refresh**, reducing **bounce rate by 3%** and increasing **add-to-bag rate by 2%**.
- Engineered **dynamic promotional features** like personalized sales callouts and price highlights to enhance engagement.
- **Developed custom data-gathering scripts** to track ad performance across **Amazon, Meta, and other platforms**, providing key insights for marketing optimization.
- Collaborated cross-functionally with **marketing, UX designers, and trade teams** to implement **personalized user experiences**.
- Overcame challenges of **server-side restrictions** by optimizing front-end solutions and leveraging **server-rendered data** effectively.

Full-Stack Software Engineer – JP Morgan Chase (11/2022 – 07/2023)

- Developed and maintained applications following the **MVC architecture**, improving maintainability and code reusability.
- Built a **UI and REST API** to allow users to upload and store Excel data in a **centralized database**.
- Optimized **SQL queries**, reducing API response times by **15%** and improving data retrieval efficiency.
- Led a **mass dependency upgrade**, removing **20% of unused, redundant, and vulnerable dependencies** across multiple microservices.
- **Implemented new UI components** using **React and TypeScript** to enhance the front-end experience.
- Improved **test coverage by 10%** using **Junit and Jest**, ensuring code quality and reliability.
- Conducted **code reviews**, identifying and fixing bugs while promoting collaboration across teams.

Java Training Camp – Wiley Edge, London (08/2022 – 09/2022)

- Gained expertise in **Java and Spring Boot**, focusing on backend development in business applications.

- Learned **full-stack development principles**, including **RESTful API creation** and **database management**.
- Practiced writing **clean, efficient, and maintainable code** while adhering to best practices.

Final Year Dissertation – Web Application with Booking System (2022)

- Designed and developed a **web-based booking system** for a cleaning company.
- Built a **SQL database** for **secure data storage and management**.
- Created a **responsive front-end** using **HTML, CSS, and JavaScript**.
- Established seamless **front-end and database communication** using **PHP**.

Education

City University of London – BSc (2:1) Computer Science – 09/2019 – 07/2022

Key Modules – Java Programming, Programming and Maths for AI using Python, Computer Networks, C++ and more...

Mossbourne Community Academy – 09/2012 – 07/2019

A-Levels: Maths, Physics, Computer Science

GCSEs: 11 A*-B including Maths and English

Additional information

Trading

I independently learned to analyse the stock market and make informed investment decisions, mastering the foundations of technical and fundamental analysis through books, online tools, and courses. I practiced trading on a paper account before successfully transitioning to a real account. To continually enhance my trading skills, I regularly review my performance, study market trends, and adapt to new strategies. I actively participate in trading forums, attend webinars, and read the latest financial research to stay ahead in dynamic market conditions.