SELINA LAVERY

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PROFILE

I am a front-end web developer with a strong foundation in HTML, CSS, and JavaScript, and a background spanning marketing, operational training, and communications. I have proven hands-on experience in both startup and freelance environments. I enjoy bringing designs to life, refining user experiences, and collaborating with creative teams. Currently, looking to join an agency where I can contribute to meaningful web projects and continue growing as part of a supportive, collaborative team.

KEY SKILLS

Frontend: HTML, CSS, Sass, JavaScript, React, Webflow, Bubble.io
Design & Tools: Figma, Canva, Adobe Creative Suite (basic), Mailchimp, Litmus, Zapier
Collaboration: Git, GitHub, ClickUp, Remote Teamwork
Other Knowledge: WordPress, Node.js, SEO best practices
Soft Skills: Detail-Oriented, Creative Problem-Solver, Clear Communicator, Team Player, Fast Learner

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PROFESSIONAL EXPERIENCE

Front-End Developer | London-based Startup (Remote)
May 2025 - Present
Working closely with two co-founders and a senior developer to design and build a SaaS app for micro businesses.
- Collaborated on the product design phase, creating Figma wireframes and user flows.
- Currently building the coded prototype using React, managing version control with GitHub.
- Participate in weekly meetings to discuss progress, priorities, and UX improvements.
- Gained valuable experience in startup collaboration, agile iteration, and remote communication.

Software Engineer | Kionnali Living Systems Ltd (Hybrid)
Oct 2023 - Jan 2025
Contributed to multiple web and marketing projects within a small team environment.
- Designed and coded responsive email newsletters using HTML, CSS, and Mailchimp.

- Maintained and updated the company website in Webflow, managing content and styling updates.
- Built a pre-order site in Bubble.io, integrating Stripe payments and secure logins.
- Handled domain registration and hosting for multiple company projects.
- Supported daily operations and project admin, ensuring clear communication across departments.
Reason for leaving: Company wound up operations, small team made redundant.

Freelance Web Developer (Voluntary) | Stonehaven Amateur Swim Club
Oct 2023 - Present
- Designed and built the club's website from scratch using Figma and React.
- Managed domain setup, hosting, and deployment.
- Provide regular maintenance, policy updates, and site improvements.
- Volunteering to support the community while enhancing front-end and UX design experience.

Operational Trainer | BSKYB, Livingston
Nov 2011 - Apr 2014
Delivered systems and customer service training, designed learning materials, and led workshops.
Reason for leaving: Relocated from the Central Belt to Aberdeenshire, and raising our two children.

Regional Trainer | Bank of Scotland, Glasgow
Oct 2010 - Oct 2011
Promoted internally after several years as a Banking Advisor. Trained branch staff during the Bank of Scotland and Lloyds TSB merger, supporting system integration and compliance.
Reason for leaving: Fixed-term secondment completed following the merger.

EDUCATION

Software Engineering Immersive - General Assembly, London (Remote) | 2022–2023
BA (Hons) Marketing & Communication 2:1 - Glasgow Caledonian University | 1999–2003

VOLUNTEERING & INTERESTS

- Digital Communications Officer with Stonehaven Amateur Swim Club, managing digital content and updates.
- Enjoy building small creative projects using JavaScript and React, learning new front-end tools, tackling Codewars challenges, and exploring UX design trends.
- Like to keep active through running and fitness.