**Taofeek Olakintan Lawal**

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Taofeeklwl@gmail.com | [Portfolio](https://portfolio-drab-six-16.vercel.app/)

**Professional Summary**

**Front-End Developer specializing in React** with proven expertise in building responsive, performance-optimized web applications. Based in Edinburgh with experience delivering **20% traffic increases** through SEO optimization and **14% sales growth** via e-commerce integrations. Skilled in HTML, CSS, JavaScript, React, and modern frameworks including Tailwind CSS. Strong background in **cross-browser compatibility**, **responsive design principles**, and **performance optimization**. Experienced in collaborating with cross-functional teams to translate business requirements into scalable, user-focused solutions for EdTech and e-commerce platforms.

**Education**

**MSc Marketing with Digital Strategy (In Progress)**  
Edinburgh Napier University, UK  
2024 – 2025

**HND, Business Administration and Management**  
Lagos State Polytechnic, Nigeria  
Graduated with 2nd Class Upper – 2018

**Professional Experience**

**Front-End Developer & WordPress Specialist (Freelance)**

**April 2024 – Present | Edinburgh, UK**

* **Built responsive React applications** with optimized SEO and performance, delivering measurable results
* **Boosted website traffic by 20%** through advanced SEO optimization and UX enhancements
* **Integrated e-commerce platforms** (Shopify, WooCommerce), achieving 14% increase in online sales conversion
* **Collaborated with cross-functional teams** to translate client requirements into scalable, performance-optimized solutions
* Applied **responsive design principles** ensuring flawless user experience across all devices and browsers
* Conducted **cross-browser testing** and debugging to maintain platform reliability

**Security Officer**

**November 2024 – Present | OCS Security, UK**

* Delivered front-line support and professional incident documentation
* Facilitated daily handovers and ensured procedural compliance

**Cleaning Specialist**

**February 2024 – October 2024 | Spectrum Service Solution, UK**

* Performed deep cleaning in commercial/residential spaces while ensuring confidentiality
* Consistently met deadlines through independent and team collaboration

**Business Developer**

**January 2022 – December 2023 | Quickfeet Nigeria Ltd, Lagos**

* Increased brand engagement by 50% using targeted social campaigns
* Built business plans with shareholders and analyzed weekly transaction/courier reports
* Led influencer collaborations and market activations

**Digital Marketing & Front-End Optimization Specialist**

**January 2020 – December 2021 | Slogan Logistics Ltd, Lagos**

* **Developed and implemented online order system** that reduced delivery time by 19% and increased sales by 20%
* **Enhanced SEO and UX/UI design**, driving 14% increase in organic traffic
* Applied **performance optimization techniques** to improve website loading speed and user engagement
* **Managed content updates** in alignment with branding strategies and SEO best practices

**Field Manager (NYSC)**

**November 2018 – November 2019 | Butfolat Concept Ltd, Lagos**

* Coordinated logistics operations and ensured compliance with safety regulations

**Projects**

**Netflix-GPT**

**Technologies:** React, Redux, Tailwind CSS, Firebase, OpenAI API, TMDB API  
**Performance-optimized AI-powered multilingual movie search application** with live trailers and dynamic recommendations. Demonstrates advanced React development, responsive design principles, and modern JavaScript frameworks integration.  
🔗 View [Project](https://netflixgpt-d1bcb.web.app/)

**Country Explorer with Dark Mode**

**Technologies:** React, REST API, CSS3, Responsive Design  
**Fully responsive SPA** with real-time search functionality, dark/light theme toggle, advanced filtering, and detailed country information. Showcases cross-browser compatibility and performance optimization.  
🔗 View [Project](https://rest-countries-gilt-chi.vercel.app/)

**PayAPI – SaaS Website**

**Technologies:** React, JavaScript (ES6+), CSS3, Responsive Design  
**Polished, accessible multi-page SaaS product website** with full responsiveness across all devices and browsers. Demonstrates strong attention to detail and design sensibility.  
🔗 View [Project](https://pay-api-pi-ebon.vercel.app/)

**Certifications**

* Best Digital Specialist, 02 Academy (2023)
* Building Personal Brand, Forage Job Simulation (2024)
* Dynamic UI Development, Dev Design (2024)
* Google Analytics – GA4 Reports, Google (2024)
* React.js Specialist, NamasteDev (2025)
* Workflow Specialist, Asanda (2025)

**Key Achievements & Additional Experience**

**Performance Optimization:** Consistently delivered measurable results including 20% traffic increases and 14% sales growth through strategic front-end enhancements

**Cross-Browser Excellence:** Extensive experience in cross-browser testing and debugging to ensure flawless user experience across all devices

**SEO Integration:** Proven track record in implementing SEO best practices within front-end development for improved organic visibility

**Project Management:** Strong ability to manage multiple projects independently and meet tight deadlines while maintaining code quality

**Team Collaboration:** Excellent communication skills with experience working in remote settings and cross-functional team environments

**Core Technical Skills**

**Front-End Development:** HTML, CSS, JavaScript (ES6+), React, Redux, Responsive Design, Cross-Browser Compatibility

**Frameworks & Libraries:** Tailwind CSS, Bootstrap, Modern JavaScript Frameworks

**SEO & Performance:** SEO Best Practices, Web Core Vitals, Performance Optimization, Loading Speed Enhancement

**Development Tools:** Git/GitHub, Jest Testing, Debugging Tools, Version Control

**E-commerce Platforms:** Shopify, WooCommerce Integration and Optimization

**Additional Tools:** Microsoft Office 365, Google Workspace, Google Analytics (GA4)

**Available for hybrid work arrangements in London area or remote opportunities. Open to relocation for the right opportunity.**