**Taofeek Olakintan Lawal**

**Self-Taught Front-End Developer | E-commerce Specialist**

Edinburgh, Scotland | +44 7706775602  
Taofeeklwl@gmail.com | [Portfolio](https://portfolio-drab-six-16.vercel.app/)

**Professional Summary**

**Passionate self-taught Front-End Developer** with proven expertise in HTML, CSS, and JavaScript, specializing in **responsive e-commerce solutions** that drive measurable business results. Experienced in **turning design mockups into pixel-perfect web pages** and optimizing for **fast load times** across desktop and mobile platforms. Delivered **20% traffic increases** and **14% sales growth** through strategic front-end implementations. **Hungry to learn** and grow with a forward-thinking retail innovator. Ready to relocate for hybrid working opportunities.

**Education**

**MSc Marketing with Digital Strategy (In Progress)**  
Edinburgh Napier University, UK  
2024 – 2025  
*Combining technical skills with deep understanding of digital marketing strategies and user experience*

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

**Professional Experience**

**Front-End Developer & E-commerce Specialist (Self-Taught/Freelance)**

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

* **Coded and deployed responsive web content** using HTML, CSS, and JavaScript for e-commerce platforms
* **Boosted website traffic by 20%** through performance optimization and UX enhancements
* **Integrated e-commerce platforms** (Shopify, WooCommerce), achieving **14% increase in online sales**
* **Ensured pixel-perfect responsive design** across all devices and browsers with **fast load times**
* **Collaborated with cross-functional teams** to translate business requirements into scalable front-end solutions
* **Documented code workflows** and created reusable components for efficient project delivery

**Business Developer & Digital Campaign Specialist**

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

* **Increased brand engagement by 50%** through targeted digital campaigns and social media optimization
* **Collaborated with design and marketing teams** to implement cohesive brand strategies
* **Analyzed campaign performance** using data-driven insights to optimize customer experience
* **Streamlined digital processes** resulting in improved efficiency and faster campaign deployment

**Digital Marketing & Web 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%
* **Optimized website performance** focusing on load speed, mobile responsiveness, and user experience
* **Enhanced SEO and UX/UI design**, driving 14% increase in organic traffic
* **Applied digital best practices** and optimization strategies for improved conversion rates

**Security Officer (Part-time)**

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

* Demonstrates **reliability and attention to detail** while maintaining professional standards
* **Self-starter approach** to independent work and procedural compliance

**Technical Projects Portfolio**

**Netflix-GPT - Responsive Entertainment Platform**

**Technologies:** HTML5, CSS3, JavaScript (ES6+), React, Tailwind CSS, Firebase  
**Pixel-perfect responsive design** with AI-powered search functionality, optimized for fast load times across all devices. Demonstrates advanced JavaScript skills and modern front-end development practices.  
🔗 View Live [Project](https://netflixgpt-d1bcb.web.app/)

**Country Explorer - Mobile-First SPA**

**Technologies:** HTML5, CSS3, JavaScript, React, REST API Integration  
**Fully responsive single-page application** with real-time search, dark/light theme toggle, and advanced filtering. Showcases mobile-first design approach and cross-browser compatibility.  
🔗 View Live [Project](https://rest-countries-gilt-chi.vercel.app/)

**PayAPI - E-commerce SaaS Platform**

**Technologies:** HTML5, CSS3, JavaScript (ES6+), React, Responsive Design  
**Multi-page responsive website** with polished UI/UX, demonstrating ability to create pixel-perfect implementations from design specifications with optimal performance.  
🔗 View Live [Project](https://pay-api-pi-ebon.vercel.app/)

**Core Technical Skills**

**Front-End Development:** HTML5, CSS3, JavaScript (ES6+), Responsive Design, Mobile-First Approach

**Performance Optimization:** Fast Load Times, Code Minification, Cross-Browser Compatibility, Mobile Optimization

**Frameworks & Tools:** React, Tailwind CSS, Bootstrap, Git/GitHub, Visual Studio Code

**E-commerce Platforms:** Shopify, WooCommerce (Integration & Customization)

**Design Collaboration:** Experience translating design mockups into functional web pages

**Digital Marketing:** SEO Optimization, Google Analytics (GA4), A/B Testing Concepts, User Experience Design

**Languages:** **Fluent English** (Professional Working Proficiency)

**Professional Certifications**

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

**Key Achievements & Demonstrable Results**

✅ **Self-taught developer** with demonstrated passion for front-end web development  
✅ **Proven track record** of delivering measurable business results (20% traffic growth, 14% sales increase)  
✅ **E-commerce expertise** with hands-on experience in retail/online sales optimization  
✅ **Responsive design specialist** ensuring flawless performance across desktop and mobile  
✅ **Process-oriented approach** with experience documenting workflows and best practices  
✅ **Collaborative team player** with experience working across marketing, design, and technical teams  
✅ **Forward-thinking mindset** with ability to propose and implement practical solutions

**Personal Attributes**

**🚀 Self-Starter:** Proven ability to learn independently and take initiative on projects  
**📱 Digital Native:** Deep understanding of usability, user experience, and digital best practices  
**🎯 Results-Driven:** Track record of delivering measurable improvements in web performance  
**🤝 Team Collaborator:** Experience working with cross-functional teams including marketing and design  
**📍 Location Flexible:** Ready to relocate and commit to hybrid working model (9 days/month on-site)

**Available immediately for hybrid working opportunities. Excited to bring my self-taught expertise and passion for front-end development to a forward-thinking retail innovator like Lands' End.**