TASHA ROLLAND AARONS
FRONTEND DESIGNER/DEVELOPER
LONDON

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PROFESSIONAL PROFILE

Highly skilled and adaptable Frontend Developer with expertise in both designing and developing web and platform applications, turning design concepts and business needs into interactive, accessible and visually engaging web experiences. Proven ability to lead projects from inception to deployment, ensuring seamless UI/UX integration while collaborating with cross-functional teams. I am a proactive problem solver who loves to learn something new each day, passionate about writing clean, efficient code and I enjoy keeping on top of industry trends and continuously enhancing my technical expertise with modern frameworks and tools.

KEY TECHNICAL SKILLS

- **Languages & Frameworks**: JavaScript, TypeScript, HTML5, CSS3, PHP, React, Java, Spring Boot, AngularJS, Node.js, Bootstrap, Tailwind, Svelte
- **CMS & eCommerce**: Craft CMS, Prismic, WordPress, Joomla, Magento, Lima (in-house)
- **Version Control**: Git, SVN, Azure DevOps, SourceTree
- **UI/UX Design**: Figma, Adobe Creative Suite, Sketch, Canva, InVision
- **Tools**: VS Code, NPM, Webpack, Vite, Postman
- **Technical**: RESTful APIs, JSON, XML, MySQL, Sentry, DataDog, CI/CD, TDD, Payment Systems (Adyen & Stripe)
- **Cloud**: Azure, Azure AD B2C, Redis, AWS, Vercel.

PROFESSIONAL EXPERIENCE

SEPT 2020 - Present : **Frontend Engineer, Bordeaux Index**

- Led the design and development of a scalable, reusable component library to streamline development and ensure UI consistency across the platform

- Designed and implemented a new checkout process using React and SASS, reducing transaction times by 75%.

- Created and launched a user portfolio section, transforming the investment experience by providing instant access to their holdings online, streamlining operations and elevating the user experience.

- Overhauled the LiveTrade platform UI, transforming the trading experience with a modern, intuitive design. Streamlined trade execution, optimised performance, and enhanced real-time market visibility for improved investment management.

- Contributed to the development of an in-house REST API, enhancing system integration and data flow.

- Collaborated with product managers, designers, and backend engineers to define software requirements and devise solution strategies aligned with business objectives.

- Mentored junior developers and promoted a culture of code quality and knowledge.

JAN 2019 - SEPT 2020 : **Frontend Developer, Ernst & Young LLP (contract)**

- Worked closely with cross-functional teams to execute a large-scale CRM project, ensuring seamless integration and deployment.
- Led the redevelopment of Microsoft SharePoint projects using AngularJS, improving application speed and user experience.
- Utilised Agile development methodologies and test-driven development to deliver high-quality software solutions.

JUNE 2019 - DEC 2019 : **Frontend Developer, New Look (contract)**

- Developed and executed A/B tests to enhance conversion rates, leading to a 16% increase in online sales.
- Standardised the use of ES6 JavaScript across campaigns for improved maintainability.
- Enhanced conversion rates through targeted CTAs based on seasonal and regional factors.

NOV 2018 - MAY 2019 : **Frontend Developer, Pod Point (contract)**

- Maintained and enhanced Pod Point's website with interactive features, including the creation of Electric Vehicle Guides, using React and PHP. This saw a 100% increase in user engagement.
- Contributed to React Native updates for the mobile app, ensuring UI/UX consistency across platforms.

APR 2018 - NOV 2018 : **Frontend Developer, Questor Insurance**

- Migrated Questor's web platform from a Multi-Page Application to a Single Page Application (SPA) using React, significantly improving performance and scalability.
- Collaborated with the marketing team to optimise web solutions, ensuring faster load times and an improved user experience.

FEB 2017 - FEB 2018 : **Frontend Developer, WatchFinder**

- Transitioned Watchfinder's website from CSS to SASS, enhancing maintainability and reducing load times.
- Rebuilt the in-house AngularJS kiosk application to be fully responsive.
- Collaborated on various PPC campaigns from design through to deployment, ensuring effective performance tracking and increased user engagement.
- Worked within an Agile environment, gaining exposure to Microsoft's .NET framework and RESTful APIs.

MAR 2016 - FEB 2017 : **CSS Developer, G-Forces**

- Converted Photoshop designs into interactive automotive websites.
- Built responsive web solutions using Net Director 360, an in-house CMS platform, ensuring cross-browser compatibility and performance, utilising HTML & CSS.

OCT 2015 - MAR 2016 : **Web Developer, KoreSupport Ltd**

- Designed and styled a multitude of web and mobile apps, working closely with the back-end development team.
- Utilised technologies such as AngularJS, PhoneGap, and Axure RP to build client websites, incorporating WordPress as a CMS.
- Enhanced my knowledge of backend development, particularly with PHP, Python, and MySQL, through ongoing client and internal projects.

MAY 2012 - OCT 2015 : **Web Designer/Developer, Copia Digital**

- Worked alongside the Creative Director to design and develop pixel perfect (Photoshop, SASS), bespoke web applications for clients predominantly in the financial services sector.
- Working closely with the backend development team to deliver live performance metrics, dynamic data feeds and minor updates to our in-house CMS using PHP.
- Managed end-to-end project delivery, ensuring high-quality coding and tight deadline adherence.