

TASHA ROLLAND AARONS

FRONTEND DESIGNER/DEVELOPER - LONDON

M: 07521863870 | E: HI@TASHAROLLAND.COM | G: [TASHAROLLAND92](https://www.linkedin.com/in/tasharolland92) | W: [TASHAROLLAND.COM](https://www.tasharolland.com)

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 flawless, accessible 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 thrives on learning something new each day, passionate about writing clean, efficient and effective 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, SCSS, React, PHP, React Native, Java, Spring Boot, AngularJS, Node.js, Bootstrap, SASS, LESS, Tailwind, Svelte, Styled Components
- **CMS & eCommerce:** Craft CMS, Prismic, WordPress, Joomla, Magento, Lima (in-house)
- **Version Control:** Git, SVN, CLI, GLI, Azure DevOps, SourceTree
- **UI/UX Design:** Wireframing, Prototyping, Figma, Adobe Photoshop, Illustrator, XD, InDesign, Sketch, Canva, Microsoft Visio, InVision, Balsamiq
- **Tools:** VS Code, NPM, Webpack, Vite, Composer, Babel, Postman, WebStorm, PhpStorm, Resharper, Visual Studio, phpMyAdmin
- **Technical:** REST API, JSON, XML, LAMP/WAMP stacks, MySQL, SSMS, Oracle Maxymiser, Xcode, Android Studio, Jira, Confluence, Sentry, CI/CD, Payment Systems (Adyen & Stripe)
- **Cloud:** Azure, Azure SQL, Azure AD B2C, Redis, AWS, Vercel.

PROFESSIONAL EXPERIENCE

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

- Played a pivotal role in UI design decisions, applying modern UI/UX principles to ensure a cohesive user experience throughout the entire ecommerce journey.
- Designed and implemented a new checkout process, enhancing user flows and significantly reducing transaction friction, the average time to conversion dropped from 20 minutes to just 5 minutes.
- Actively collaborated in the development of an in-house REST API, contributing to multiple iterations across languages (Node.js, PHP, Go, and Java) to support evolving platform needs.
- Worked with project managers and backend engineers to ensure seamless API integration and efficient database interactions for robust application performance.
- Designed and developed the new cellar management section to allow users to manage their entire collection by tracking investments, viewing the performance of their products and enabling them to trade in real time directly on the LiveTrade platform.
- I worked closely with brand and marketing teams to ensure email and social media campaigns flowed seamlessly to the website. My focus was increasing the number of registrations to paying customers and over the course of the last year, online conversion went from 5% to 22%.

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

- Collaborated within the Creative Services Group to execute the largest CRM project in EY's history, supporting cross-functional teams within the build and deployment phases.
- Led the rebuild of Microsoft SharePoint projects using AngularJS, optimising both internal and external stakeholder websites to align with new EY brand guidelines.
- Delivered solutions within a secure, shared network, ensuring performance and compliance with EY's standards.

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

- Developed multi-variant A/B tests to drive a more personalised shopping experience for users, increasing conversion up to 16%.
- 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.
- Spearheaded React Native UI/UX updates for the Pod Point mobile app, coordinating deployment to App Centre for thorough QA testing.

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.
- Worked closely with the marketing team to optimise web solutions, ensuring faster load times and a better overall 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 and gained exposure to Microsoft's .NET framework, REST APIs, and JSON, supporting backend integration with frontend solutions.

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

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

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, 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