

ALEX TREPTOW

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SKILLS

Main Languages & Frameworks: React, TypeScript, Bootstrap, JavaScript (ES6+), CSS, HTML

Other Technologies: Git, Bash, GitHub, Tailwind, GitHub Pages, Vercel, Vite, Markdown, Sass

Design & Multimedia Tools: Figma, Squarespace, Premiere Pro, Photoshop, InDesign, After Effects

FRONTEND PROJECTS

Portfolio Website (more projects are available here): www.treptow.dev

HD DVD Store ([GitHub](#), [Website](#)) – React, TypeScript, Bootstrap

- React Router is used to navigate between the homepage, storefront, history page etc.
- Context API, various hooks (including a custom one), JSON, and local storage manage the state of the HD DVD shopping cart.

Hangman Game ([GitHub](#), [Website](#)) – React, TypeScript

- Randomly selects a word and tracks guessed letters to update the hangman drawing accordingly.
- Supports both mouse and keyboard inputs for guesses.

Little Lemon Restaurant ([GitHub](#), [Website](#)) - React

- Contains a table reservation feature that saves submissions into local storage.

PlayStation Productions Homepage ([GitHub](#), [Website](#)) – React, Bootstrap

- Uses higher-order functions like .map for its carousel component to adhere to DRY.

Calculator App ([GitHub](#), [Website](#)) - React

- Uses multiple React hooks and a controlled form for its logic.
- Custom CSS to create a realistic looking calculator for a more engaging UI/UX.

Client Portfolio Website ([GitHub](#), [Website](#)) - React, Chakra UI, Formik, Yup

- Contact me form has instant validation with differing parameters for each input.

WORK EXPERIENCE

Centre for the Study of Financial Innovation, London

Digital Content Manager

February 2020 – October 2022

- Achieved a 20% increase in traffic by redesigning the CSFI Squarespace website with a more modern UI that focused on digital content.
- Digitised the CSFI product once in-person events were no longer possible. Produced over 400 videos, consisting of finance-related panel discussions, book reviews, interviews etc.
- Managed the YouTube channel, which averaged 10,000 views a month. A higher figure compared to the majority of the competition, including 250% more views than the larger institute who bought the CSFI.
- Increased viewership by around 15% via rendering audio-only versions to all major podcast platforms.
- Directed a team of freelance video editors and supervised an Adobe Suite workflow to ensure a faster project turnaround time than the competition. Usually within 24 hours.

Events & IT Coordinator

October 2016 – January 2020

- Increased number of partner-funded monthly series from 3 to 5. Achieved by employing soft skills to cultivate strong working relationships with senior figures in companies like Deloitte and Dentons.
- Decreased average expenditure of internally funded events by 22%. Increased the number of events from 66 in 2016 to just under 100 in 2019 with no increase to the CSFI budget.
- Increased average event turnout from 65% to over 90% through multi-level database queries targeting those mostly like to come. Then utilising on-site soft skills to ensure delegates enjoyed the event and would continue coming back.

EDUCATION

Meta Frontend Developer Certification: A 7-month course taught by Meta staff, completed in 2023.

University of Essex: BA in History and Politics, 2014 – 2:1