

Alice West

FRONT END DEVELOPER

[career progression from brand and design]

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SUMMARY

As a growth-oriented Front End Developer, I completed both Front-End Development and Software Engineering bootcamps simultaneously. With a talent for problem-solving, I write efficient and legible code, and approach challenges with perseverance and patience. I am proficient in Javascript, HTML, CSS, and Python, and have expanded my skills into Tkinter, React, and MUI libraries. I bring added value in design, marketing, and brand, with ten years of industry experience.

PROJECTS

Bud | Dating App for Plants

I designed and developed a plant dating app that matches user preferences with ideal plants, inspired by Tinder. Using Figma, I created the design and built the app with React and MUI. Despite the challenge of finding a suitable API for indoor plants, I was able to manipulate the data structure, filtering and transforming the data to reflect the brand's sassy, gen z tone of voice. The app is a playful take on traditional dating apps, and I hope to use it to promote small local plant shops. →

React MUI RESTful APIs Data Manipulation Tone Of Voice

Pool Position | Wild Swimming Directory

In a two-week group project, I created a directory of wild swimming spots in Wales. I was responsible for accessing the API data and dynamically generated cards to display information. I also designed logical solutions for local storage, requiring collaboration for a cohesive and functional app. →

Javascript Data Access
Troubleshooting Collaboration Logic

Weather App | 5-Day Weather Forecast App

I developed a user-friendly 5-day forecast application for any city. The app enables users to search for cities by name and view temperature, humidity, wind speed, and a weather icon. Using HTML, CSS, and JS, I implemented local storage to display the information, making fetch calls to access the OpenWeather API for data retrieval. →

Front End Dev API integration
Problem-solving Local Storage UX Design

Book Store | SQLite Inventory Database

I created a program that connects to a database which updates with user inputs for actions like adding/removing items, viewing/searching specific items. Defensive programming handles errors. →

Python SQL Menu Design
OOP Oriented

Task Manager | Python Programme

I developed a Python-based task manager program that enables users to create, edit, view, and delete tasks, as well as includes login functionality and admin privileges for authorized users. →

Database Management Defensive programming
Authentication Implementation

SKILLS

Javascript React Python Node.js

APIs MUI Bootstrap HTML CSS

SQL Problem-solving Presenting

Art Direction Design

Adobe CC Branding

Team Coordination Mentoring

Process Mapping Briefing

Critiques Communication

Brand Guardianship

EDUCATION

Software Engineering Bootcamp
HyperionDev | Dec 22 - Apr 23

Front End Developer
Bootcamp EdX | Dec 22 - Apr 23

Strategic Branding Identity and Brand Experience Short Course
UAL St Martin's | Jul 21

Cert. Professional Marketing
[Merit] CIM Marketing Sep 15 - Jun 16

Visual Communications Degree
(2:1) B'mouth Uni Sep 10 - Jun 12

EXPERIENCE

Front End Developer [Bootcamp]
EdX | Dec 22 - Apr 23

- # As a Front-End Developer, I completed a rigorous 16-week intensive bootcamp with EdX, where I gained proficiency in Javascript, Node, and React.
- # I demonstrated my ability to quickly comprehend and implement new knowledge by combining the course curriculum with independent study and self-directed problem-solving.
- # Throughout the course, I met every weekly challenge with 100% accuracy, and progressed from writing basic loops and functions to confidently writing fetch requests and promises. I am now preparing to apply Object-Oriented Programming methodology to my work.

Software Engineer [Bootcamp]
HyperionDev | Dec 22 - Apr 23

- # Successfully passing a series of challenging algorithms, I secured a spot in a Software Engineer program.
- # Through 360+ hours of practical study, I've gained a strong understanding of Python, including navigating data types, manipulating data structures, and testing, debugging, and refactoring my own code at a junior level.
- # Achieving full marks with a 98% score for completeness, efficiency, style, and documentation, my technical aptitude and attention to detail were frequently praised for excellent code readability.
- # I've also demonstrated exceptional comprehension and self-discipline in reading technical documentation and writing programs to brief.

Head of Brand & Design
Tileyard London | Feb 21 - Dec 22

- # Led brand and communications, developing toolkits, workstreams, and providing written guidance to improve brand and community experience.
- # Managed a team of three, including mentoring a Marketing Assistant, and collaborated with directors, marketing teams, and designers across six core areas of the business.
- # Successfully identified and delivered brand goals, leading to a promotion from Marketing Manager to Head of Brands and Comms.
- # Conceptualized visual identity and tone of voice for TYX, Content Creations Studios, and re-established a beneficial relationship with the Royal Academy of Arts.
- # Presented a new brand strategy to unify individual pillars, conducted process workshops, mapped out business operations, and served as designer and brand guardian for all marketing material and environmental signage.

For more information on my experience, please visit my LinkedIn profile. ➡