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# Alice West

## FRONT END DEVELOPER

[career changer from brand and design]

### SKILLS

Javascript Node.js React

Python SQL HTML CSS

Problem Solving Presenting

Art Direction Graphic Design

Adobe CC Brand Strategy

Team Coordination Mentorship

Process Mapping Workshops

Briefing Critiques Communication

Brand Guardianship

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### 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

### SUMMARY

A resilient and **growth-oriented Front-End Developer**, with experience in Python, Javascript along with popular frameworks, seeking a junior position where I can apply my **eight years of experience in brand, design and marketing**, to help create products that function, look great and have a purpose.

### EXPERIENCE

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

- # Became proficient in Javascript, Node and React through a 16 week intensive course, by applying their curriculum alongside independent study and self-directed problem solving.
- # Able to comprehend and implement new knowledge at speed. Scoring 100% and meeting all criteria for each weekly challenge..
- # Progressed from writing basic loops and function through to confidently writing fetch requests, promises and now gearing up to OOP methodology

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

- # Developed a practical application for the Python language, by committing to over 360+ hours of practical study, I can now confidently navigate through data types and manipulate data structures, test, debug and refactor my own code at a junior level.
- # Received full marks and obtained a high score of 98% for the completeness, efficiency, style and documentation across 50 projects. Demonstrating a high-level of comprehension and self-discipline for reading technical documentations and writing the programs to brief, of which I was frequently praised for excellent code readability.
- # Secured one of the 5,000 places from a pool of 200,000 applicants, by solving a series of algorithms which assessed my problem-solving capabilities and mindset.

## PROJECTS

### Pool Position | Wild Swimming Directory

- # Designed and built a directory for wild swimming spots in the UK. Part of a group project for two weeks, I was responsible for accessing data from a weather API, dynamically creating the cards, and problem solving the logal storage logic. ➡

Javascript RESTful API's Bootstrap  
Idea Creation Teamwork

### Stock Inventory | Shoe Store Inventory Simulation

- # Designed and wrote a stock inventory program using OOP and defensive coding methodologies in Python. The program accesses external file data which can be read and updated, ➡

Python OOP Defensive Coding

### Book Store | SQL Database

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Python SQL

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## EXPERIENCE

### Head of Brand & Design

Tileyard London | Feb 21 - Dec 22

- # Wrote and presented to the board of directionors, a new brand strategy designed to unify the individual pillars of the business, by upskilling to meet business needs and redefining and upholding the businesses and community core values and mission.
- # Conducted process workshops to understand the full scope of the business requirements with follow up workshops to map out business operations on how to achieve these objectives.
- # Coordinated the marketing team of three and mentored a Marketing Assistant to become more confident and independent in their responsibilities.
- # Designer and brand guardian for all marketing material, environmental signage.

### Campaign Manager

Coutts Private Bank | Dec 22 - Apr 23

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