





ALEX NICHOLAS

FRONT-END DEVELOPER

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 KENT, TN1

SKILLS

- HTML/CSS/Sass
- JavaScript + Typescript
- React + Remix/Next.js
- Node.js + Express
- Java + Springboot
- Python + Django
- MongoDB + PostgreSQL
- Git/GitHub + Docker
- Jest + Cypress
- Webpack

ABOUT ME

I have a natural affinity for solving computing problems with a high degree of both tenacity and resourcefulness. Combining a master's degree in International Business Law with experience in client-facing luxury service industries, I am able to deliver logical and innovative solutions that prioritise user experience. I am driven to actively seek out and resolve inefficiencies and am an advocate of automation and collaborative working technologies. I approach features with imagination and a user-centric ideology, and I tackle bugs with a can-do attitude. I value efficiency in the workplace and believe in coding with the maintainer in mind, writing simple, logical code with types, commentary and documentation.

STUDYING

- AWS
- Prisma
- Redux
- React Native
- Solid
- Strapi

OTHER

- VS Code
- Figma
- Google Analytics
- Google Tag Manager
- InDesign + Photoshop
- Written communication

EXPERIENCE

UI Developer

Immediate Media, February 2022 – January 2023 (Junior); February 2023 - present (Mid)

Joined an AGILE team responsible for delivering an updated registration flow focused on security, performance, and UX. Built components following atomic design principles and WCAG accessibility guidelines, and integrated them with a Next.js frontend. Deployed to high-traffic sites including BBC Good Food and Radio Times. Promoted after 11 months to mid role, taking increased ownership of delivery of elements including GDPR-compliant consent management strategies to improve UX and business goals.

Assumed senior role within the team 6 months after promotion to cover a secondment. Managed and coached two more junior developers during this time and delivered an updated forgotten password journey to unblock implementation of OWASP-compliant password policy.

EDUCATION

Software Engineering Immersive

General Assembly, London, 2020

LLM in International Business Law

UCL, London, 2009–11

Bar Vocational Course

BPP Law School, London, 2008–09

LLB Law, 2:1

University of Manchester, 2005–08

AWARDS

Distinction for LLM dissertation,
On A Move Towards A

Political Theory of Statehood

Called to the Bar (Lincoln's Inn)

INTERESTS

Gastronomy:

Not quite molecular, I am interested in perfecting home cooking by using innovative, flavour-boosting ingredients and honing my technique.

Playing piano:

Obsessed with Chopin and working my way through his nocturnes with occasional detours via Debussy and contemporary film music.

Playing squash:

Like boxing with a racquet, I enjoy the game's intensity.

LANGUAGES

English (mother tongue)

French + Spanish (mid)

Japanese (novice)

Furthered passion for solving business inefficiencies. Built a temporary email service ([shuttle.email](#)) to solve test flake, internal tools to simplify day-to-day tasks, and spent free time finding solutions to DX issues.

Instructor Assistant

General Assembly, April 2021 – January 2022

Responsible for ensuring the smooth running of the Software Engineering Immersive and steady progression of students through learning full-stack development using HTML, CSS, JavaScript, Node.js, Express, Python, and Django, with deployment to Heroku and Netlify. Duties include teaching coding concepts, both in groups and one to one; engaging in daily code reviews; simultaneously debugging issues across different environments for numerous students; researching and writing textbook entries; improving processes such as the initial installation of tools required for the course (Installfest); and resolving Git issues.

Built a SlackBot to automate repetitive tasks, created a CLI to automate installation of software required for the course, and delivered out-of-hours training to help struggling students.

Software Engineer

Tocalabs, September 2020 – April 2021

Rapidly integrated into the UI team of a fast-paced start-up, taking ownership within the first month of the product's new no-code WYSIWYG React-application-building platform, Toca Apps, after the Lead UI Developer (the platform's creator) left the team. Worked closely with third-party designer to build the company website using Toca Apps, requiring flexibility to respond to bugs encountered by the designer in the platform's first full road test.

Worked in an agile development environment using Azure Dev Ops to track bugs and features, with daily scrums and weekly/bi-weekly sprint meetings. Worked on a range of tasks including performance analysis and improvement, bundle size reduction, functional blocks (Toca Apps component groupings with variable inputs), bug fixes, and creating documentation from scratch for both Toca Apps and for new starters in the company.

Software Engineering Immersive

General Assembly, May 2020 – August 2020

Full-time, 13-week coding boot camp covering a range of in-demand languages, frameworks and libraries via lectures and labs with solo and group projects. Learning was characterised by daily stand-ups, an iterative and incremental style of teaching, pair programming, and test-driven development.

Additional career history available on [LinkedIn](#)