

BIFATIMA SEISEMBAYEVA

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A highly motivated **Junior Software Engineer** transitioning from a digital content background into software development. Trained through an intensive full-stack bootcamp, with hands-on experience in **JavaScript, React, Node.js, and CSS**. Proven ability to deliver production-ready front-end features for a leading UK retailer. Passionate about creating accessible, responsive, and user-centred web applications that solve real-world problems.

TECHNICAL SKILLS

- **Languages & Frameworks:** JavaScript (ES6+), React, Node.js, Express.js, HTML5, CSS3, SQL
- **Tools & Platforms:** Git, GitHub, VS Code, Amplience, SAP Hybris, Dynamic Yield, Shopify
- **Testing & Methodologies:** Agile, A/B Testing, Responsive Design, REST APIs, WCAG

PROJECTS

Scent Finder (Professional Project at The White Company) | [Live Link](#)

Developed a customer-facing fragrance discovery tool using HTML, CSS, and JavaScript in the Dynamic Yield platform. The feature outperformed the legacy tool in A/B testing and became a permanent site component, significantly improving the user's product discovery journey.

Pantry to Plate (Full-Stack Application) | [\[GitHub Repo Link\]](#)

A recipe and meal planning web application built with vanilla JavaScript (OOP), HTML, and CSS. Features include dynamic rendering of recipes, drag-and-drop weekly planning, and local storage for data persistence. Designed to be a user-friendly tool for managing weekly meals.

Portfolio Website (React & Tailwind) | [Live Link](#)

Personal portfolio site built from scratch using React and Tailwind CSS to showcase software development projects. Features a clean, fully responsive design and smooth UI animations, demonstrating modern front-end development practices.

WORK EXPERIENCE

Digital Content Production Coordinator | *The White Company* | London, UK

Jan 2023 - Aug 2025

- Developed, tested, and deployed front-end features and UI enhancements using HTML, CSS, and JavaScript through Dynamic Yield, directly contributing to successful A/B tests that led to permanent site improvements.
- Collaborated closely with UX, Optimisation, and Design teams to translate wireframes and business requirements into functional, customer-facing components like interactive buying guides and navigation flyouts.
- Conducted daily QA, debugging, and accessibility checks across devices. Utilised Adobe Analytics and ContentSquare to monitor weekly performance and provide data-driven insights for optimisation.

E-commerce & Shopify Intern | *Violante Nessi* | London, UK

Sep 2023 - Dec 2023

- Managed the e-commerce store using Shopify, optimising product listings with metadata and coordinating content for seasonal campaigns.

EDUCATION

The Jump Digital School | Full Stack Software Engineering Bootcamp | *Jan - Aug 2025*

Imperial College Business School | MSc Strategic Marketing (2:1) | *Sep 2022 - Sep 2023*

Queen Mary University of London | BA Politics & International Relations (2:1) | *Sep 2019 - Jun 2022*