

GIRLYN CASEY

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PROFESSIONAL SUMMARY

With over 15 years of experience in web development, I have honed my skills through diverse roles, successfully leading complex projects from inception to completion. Thriving in fast-paced environments, I excel at strategic thinking, collaboration, and adaptability. I take pride in aligning teams with company goals, managing project scopes and timelines, and delivering high-quality, scalable solutions.

TECHNICAL SKILLS

- **Frameworks & Libraries:** Sitecore, React.js, Vue.js, Angular, Node.js, Bootstrap, Tailwind CSS, PrimeVue
 - **Languages:** JavaScript, jQuery, PHP, HTML5, CSS3, MySQL
 - **Tools & Platforms:** Git, GitHub, Bitbucket, WordPress, JIRA, Figma, Visual Website Optimizer, Google Tag Management, Google Analytics 4, ChatGPT, Adobe Photoshop
 - **Development Practices:** Responsive Design, Cross-Browser Compatibility, Performance Optimization, Agile Methodologies, CI/CD
 - **Additional Skills:** API Integration, RESTful Services, Email Marketing, SEO
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PROFESSIONAL EXPERIENCE

Independent Contractor, London

Senior Web Developer

September 2024 - Present

- Delivered digital insurance solutions using Vue.js, Tailwind CSS, and PrimeVue UI components, including:
 - Quote-and-buy journeys for Commercial Vehicle and Travel Insurance
 - Online Policy Manager and Policy Renewal forms
 - Online Travel and Windscreen Claims forms
 - A/B and Split test forms for enhanced user experience
- Collaborated with cross-functional teams, including designers, developers, QA, business teams, and external contractors
- Conversion Rate Optimization (CRO) using VWO (Visual Website Optimizer)

Client: Auto & General Insurance Singapore Pte. Limited (Budget Direct Insurance)

GIRLYN LTD (Company number 14786166), London

Director | Full-Stack Developer

April 2023 - Present

- Designed and developed applications using Vue.js, React.js, and Node.js, ensuring high performance, scalability and cross-browser compatibility.
- Managed Sitecore Web Experience projects and WordPress development.

Independent Contractor, London

Senior Webmaster | Web Developer

March 2019 - July 2023

- Worked with the development team to convert Budget Direct Insurance's car and motorcycle quotes, purchase and renewal forms from Angular to Vue.js.
- Developed and deployed the Travel Packing List application.
- Created landing pages for PPC campaigns and Conversion Rate Optimization.

Auto & General Services - SEA, Singapore

Senior Executive, Digital Marketing

October 2016 - February 2019

- Collaborated with the development team to revamp Budget Direct Insurance's quote and purchase forms using Sitecore CMS and Angular.
- Participated in release management cycles, delivering marketing programs and enhancements.
- Designed and developed the Auto & General SEA official site using WordPress.
- Delivered front-end SEMRush technical SEO audit recommendations, improving the site health and performance

RYDE, Singapore

Application Developer

January 2016 - October 2016

- Prototyped and tested the RYDE mobile app.
- Implemented automated trip receipts and SMS targeting using Nexmo API.
- Developed a data analytics portal using JavaScript and Google Maps API.
- Managed AWS infrastructure for data analytics and visualisation.

Independent Contractor

Web Developer

October 2015 - January 2016

- Developed TotalJobs Gender Pay Gap tool and collaborated on Joomla projects.

Vaizo Corporation Pte Ltd, Singapore

Web Developer

October 2014 - August 2015

- Created over 20 WordPress sites and hybrid mobile apps for various clients.

Fashion One

Lead Programmer

June 2010 - September 2014

- Managed a team of web developers and designers.
- Developed newsletters, interactive websites, graphic designs, and digital presentations.
- Configured YouTube live streams for Fashion Week events and facilitated web localization.

Global Interactive Solutions, Philippines

Programmer

October 2009 - July 2010

- Developed a ticketing system for Roble Shipping Inc. and various websites.

STI College, Philippines

IT Instructor

June 2009 - October 2009

- Designed lesson plans and activities for web programming, Java, Data Structures, and Algorithms.
 - Evaluated and graded projects, quizzes, and examinations.
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PROJECTS

Auto & General Insurance Singapore Pte. Limited (Budget Direct Insurance)

Website

- E-commerce platform for insurance solutions.
- **Tools:** HTML, CSS, JavaScript, jQuery, Bootstrap, Vue.js, Sitecore, VWO, Google Analytics, Google Tag Management, Git, Bitbucket, Figma

AIQTrading

Paper Trading | GitHub

- Full-stack paper trading app.
- **Tools:** HTML, CSS, Vite, React.js, Node.js, GitHub, Chart.js, API

CURRENCYCITY

Live App | GitHub

- Travel information app.
- **Tools:** HTML, CSS, JavaScript, Bootstrap, Google Maps API

EDUCATION

Skills Bootcamp in Front-End Web Development, 2024
edX

Bachelor of Science in Computer Science, Cum Laude, 2009
STI College, Philippines

Diploma in Information Technology, High Honor, 2006
STI College, Philippines