

# GIRLYN CASEY

**Email:** [girlynltd@gmail.com](mailto:girlynltd@gmail.com) | **Location:** London, UK  
**LinkedIn:** [/girlyncasey](#) | **Portfolio:** [girlyn.com](#) | **GitHub:** [/caseygirlyn](#)

---

## 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
- 

## PROFESSIONAL EXPERIENCE

### GIRLYN LTD (Company number 14786166), UK

*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, UK

*Senior Web Developer*

**September 2024 - December 2025**

- 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 Management, Policy Renewal, 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 contractors
- Conversion Rate Optimization (CRO) using VWO (Visual Website Optimizer)

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

### **Independent Contractor, UK**

*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.
- 

## **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, Tailwind CSS, PrimeVue, 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

### **CURENCITY**

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*