

Ruby Doyle

Frontend Developer

CONTACT DETAILS

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PROFESSIONAL SUMMARY

Highly motivated frontend engineer with a strong product mindset and deep care for empathetic design.

Looking to apply my skills to socially-conscious AI projects.

STRENGTHS

Knowledge Sharing

- Ran workplace training on Linear and GitHub MCP processes with custom cursor rules, which cut time spent on smaller tickets by 50%.
- Educated digital marketing team members on HTML basics and Google Tag Manager, enabling them to configure and test tags for better campaign tracking.

Ownership

- Served as the development owner of the 3S Money's marketing website, ensuring all business, SEO, and optimisation needs were met.
- Successfully built and launched two companies, tailoring marketing techniques, managing SEO, paid, and organic marketing.

Getting Involved

- Winner of the 2025 GEEIQ AI Hackathon - developed a natural-language integration tool.
- Founder of Catalyst Digital and Dazy Chain, a digital agency and a jewellery brand.
- Founder and President of the Yoobee Coding Games Club.

TOOLBELT

- React
- Next.JS
- TypeScript
- Storybook
- Tailwind
- Playwright
- Bitbucket
- Git

WORK HISTORY

Frontend Web Developer

GEEIQ

(Jan 2025 - Present)

Developing data-rich tools for the virtual-world gaming space, collaborating closely with Backend, Product, and Design to align on data visualisation strategies, bridging technical feasibility, data integrity, and UX for accurate and digestible insights.

- Pitched and prototyped AI-generated chart summaries to improve data accessibility, increase platform value and enable adoption for non-technical users.
- Led a Storybook refactor, implementing new design system components, improving UI consistency, reusability, and onboarding.
- Extended the ui of Chart.js for enhanced visualisation of graphic-heavy data.

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3S Money

(Sept 2022 - Nov 2024)

Led the front-end development efforts for the company's main website, ensuring high performance, responsiveness, and usability while aligning business and marketing needs.

- Reduced marketing team's developer dependency by 80% by building reusable, modular React components that enabled independent content updates and dynamic custom component creation.
- Improved Google Lighthouse SEO score from 82 to 95, increasing accessibility and descriptiveness for the company's main website.
- Optimised website load times by identifying and resolving performance bottlenecks, improving overall site speed and user experience.

Founder & Freelance Web Developer

Self-employed

(Aug 2023 - Present)

Built and managed multiple digital ventures, combining front-end development, e-commerce, branding and marketing to deliver high-impact client and personal projects.

- Extended Shopify store functionality with conversion-focused plugins to capture leads for email marketing pipelines.
- Ran paid ad campaigns across Meta platforms, managing targeting, creative, and budget to generate sales and build brand awareness.
- Leveraged TikTok and Instagram for organic marketing, creating empathetic content, testing hooks, and growing brand visibility without ad spend.
- Designed and developed client websites end-to-end, pitched new business with tailored mockups and MVP builds.

EDUCATION

(Jul 2021 - June 2022)

Diploma in Web Development and UX Design

Yoobee College, Wellington

Bachelor of Arts Degree (Media Studies and Political Science)

Victoria University of Wellington

(Jan 2016 - Nov 2018)