Ann-Cathrin Will

✉ ac.will.dev@gmail.com   in LinkedIn   ○ GitHub   📁 Portfolio

Previous role	Head of UI at Rawnet Digital Agency
Technologies	React, CSS, HTML, JavaScript, Figma, Next.js, JIRA, Git, Google Analytics

My favourite technology is...
Next.js and Sanity at this moment, but I am always excited about what next week will bring

Work experience

Head of UI, Rawnet Digital Agency 🏢   Sep 2017 – Sep 2024 (7y)

Digital Marketing Agency

`React` `CSS` `HTML` `JavaScript` `Figma` `Next.js` `JIRA` `Git`

- Promoted the adoption of React/Next.js for building dynamic, responsive, and user-centric web applications, driving innovation in front-end architecture.
- Collaborated closely with backend developers and creative teams to develop CMS-driven e-commerce and marketing websites, overseeing projects from inception to launch.
- Utilised Semantic HTML, modular SCSS, Tailwind CSS, and vanilla JavaScript to ensure accessibility and maintainability, adhering to industry standards and best practices.
- Developed and maintained a front-end boilerplate, streamlining the development process and ensuring consistency across multiple projects.
- Enhanced Developer Experience (DX) by integrating modern tools, workflows, and automation, leading to improved efficiency and code quality.
- Advanced from Mid-weight Frontend Developer to Head of UI, demonstrating strong leadership and technical expertise.
- Led and mentored a team of front-end developers, establishing coding standards, promoting best practices, and fostering a collaborative and innovative work environment.

Frontend Web Developer, The Purple Agency 🏢   Mar 2013 – Aug 2017 (4y 5m)

Creative Agency

`CSS` `HTML` `JavaScript` `Google Analytics` `Git`

- Developed responsive websites from Photoshop designs using SCSS/LESS and task runners such as grunt/gulp
- Ensured website accessibility and compliance with WCAG standards
- Implemented semantic code, meta/microdata, and Google Analytics for SEO optimization
- Utilised Git, Bitbucket, Sourcetree, and SVN for version control
- Created and managed email campaigns to aid marketing efforts

Frontend Developer, Web Expectations 🏢   Sep 2012 – Mar 2013 (6m)

`CSS` `HTML` `JavaScript`

- Developed front-end code from Photoshop templates for standalone pages used in multivariate testing

- Specialised in responsive web development and optimised for mobile and retina displays
- Created HTML emails and HTML email signatures.

Frontend Web Developer (Intern), superReal GmbH ⊞   Apr 2007 – Oct 2007 (6m)

Creative Agency

`CSS` `HTML`

- Work experience in Hamburg learning how to make websites, working with Graphic Designers and Backend Developers. Taking extra care to make websites identical across browsers including such challenges as IE6/7 and the box model bug.

Education

Kingston University   Sep 2009 – Jul 2012 (2y 10m)

BSc Hons Web Development with Business

Kingston College   Sep 2008 – Jun 2009 (9m)

Foundation degree Computer Information Systems and Mathematics

Snippets

Portfolio Site 🔗 **acwill.dev**
My portfolio site offers a glimpse into my work as a Frontend Developer with over 12 years of experience at digital agencies. I specialise in semantic HTML, modular CSS, and clear JavaScript. Recently, I've been exploring Sanity CMS, integrating it with Next.js for a dynamic web experience.

This site is built with Next.js 14, SCSS modules, Tailwind, and Sanity CMS. While it's a continuous work in progress, I'm committed to embracing new technologies to create fast, efficient, and user–friendly websites. Feel free to explore and reach out!

More about me

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Interests

Nutrition & health, exploring nature, time travel books & movies

Right now I'm learning...

TypeScript, although I have sporadically used it I want to get a deeper understanding and appreciation for it.

Languages

English, German

Created with **otta**