

Ann-Cathrin Will

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Previous role	Head of UI at Rawnnet Digital Agency
Technologies	React, CSS, HTML, JavaScript, 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, Rawnnet Digital Agency  Sep 2017 – Sep 2024 (7y)

Digital Marketing Agency

React CSS HTML JavaScript Next.js JIRA Git

- Progressed from Mid-weight Frontend Developer to Senior, Lead, and ultimately Head of UI.
- Led a team of frontend developers, guiding their careers, establishing code standards, and implementing best practices.
- Enhanced the Developer Experience (DX) by integrating modern tools and workflows.
- Championed the use of React/Next.js to develop dynamic, responsive, and user-friendly web applications.
- Collaborated with backend developers and creative teams to create CMS-enabled e-commerce and marketing sites, heavily involved in the process of these projects from conception to deployment.
- Wrote Semantic HTML, modular SCSS, tailwind CSS, and vanilla JavaScript, ensuring accessibility and maintainability across all projects.

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

Creative Agency

CSS HTML JavaScript Google Analytics Git

- Built responsive front-end websites from Photoshop designs using SCSS/LESS and task runners like grunt/gulp
- Developed and set up email campaigns to support marketing initiatives
- Ensured websites were accessibility-friendly and compliant with WCAG standards
- Implemented semantic code, meta/micro data, and Google Analytics for SEO enhancement
- Utilised Git, Bitbucket, Sourcetree, and SVN for version control

Frontend Web Developer, Webexpectations  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.

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

More about me

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I'm looking to move roles because...

I would like to work with more modern, innovative tech and fresh challenges, and shift the focus to more coding and less management

Right now I'm learning...

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

Interests

Nutrition & health, time travel books & movies

Languages

English, German