

# Ann-Cathrin Will

✉ [ac.will.dev@gmail.com](mailto: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

## More about me

### My favourite technology is...

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

### 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