

CHRIS ABBOTT

WEB DEVELOPER

DETAILS

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LINKS

[LinkedIn](#)

[Portfolio Website](#)

DETAILS

As a Web Developer, I am eager to contribute my skills and dedication to a collaborative team that shares common standards for solving business problems. I seek an environment that fosters growth through guidance and mentorship, to which we collectively work towards best practises. Additionally, I aspire to be part of a company that values individual progression and acknowledges the importance of learning from mistakes.

EMPLOYMENT HISTORY

Web Developer, dentsu

Manchester

Oct 2023 – Present

Employed as part of dentsu's Digital Excellence and Innovation Team, contributing to diverse projects aimed at monitoring and predicting clients' product trendlines.

- Led a comprehensive overhaul of an existing product dedicated to tracking clients' marketing efforts. This initiative involved rewriting the application to offer advanced functionalities for monitoring and evaluating marketing metrics, as well as forecasting core areas of growth for clients' ad campaigns.
- Demonstrated rapid adaptability by seamlessly integrating into projects within a short timeframe. Collaborated closely with the Digital Excellence Team to grasp project dynamics and align efforts with team objectives.

Front-End Web Developer, SuperBike Factory

Manchester

May 2021 – Jul 2023

As a developer at SuperBike Factory, I focused on a range of e-commerce products, spanning from customer facing domains to internal tooling systems. Engaged in the reconstruction of existing services and the implementation of novel features, I have contributed to significant initiatives, including:

Single Sign-On Authentication and Authorisation

- Spearheaded the design and implementation of a comprehensive single sign-on authentication and authorization system across SuperBike Factory's internal tooling services. This transformative initiative unified and standardised the authentication process, replacing fragmented individual service sign-ins and greatly improving security and user experience.

Headless Content Management System

- Successfully implemented deployed a sophisticated headless content management system, empowering product and marketing teams with seamless control over data across various customer-facing domains. This system facilitated agile content management and updates, enabling SuperBike Factory to adapt swiftly to market demands and consumer preferences.

SBF Design System

- Orchestrated the establishment of a robust SBF design system, meticulously crafting and implementing consistent design patterns across both internal tooling and customer-facing domains. This initiative fostered a cohesive and intuitive user experience, enhancing brand identity and usability across all digital touchpoints.

Customer Relationship Management System (CRM):

Played a pivotal role in the development and refinement of a next-generation CRM system tailored to SuperBike Factory's unique needs. By addressing legacy issues and integrating advanced reporting capabilities, this CRM solution served as a central hub for managing customer interactions, driving sales, and providing invaluable insights for strategic decision-making.

These endeavours underscore my proactive approach to innovation and my ability to drive impactful change within dynamic environments. My contributions at SuperBike Factory exemplify my dedication to excellence and my capability to deliver tangible results that align with organisational objectives.

Chef de Partie, Gusto Italian

Mar 2015 – May 2021

During my college and university years, I worked full-time as a chef. Although this role did not align with my eventual engineering career path, it significantly influenced my personal development. Operating in a demanding and fast paced culinary environment honed my ability to adhere to strict standards under high pressured situations. The experience installed in me an exceptional attention to detail and level of organisation prowess. These qualities cultivated during my time as a chef from 2015 to 2021, have seamlessly translated into my subsequent roles in web development, enhancing my effectiveness in dynamic and challenging professional settings.

EDUCATION

Electrical and Electronic Engineering, John Moores University

Sep 2018 – May 2021

First class with honours, Bachelor of Engineering

Engineering, Cronton Sixth Form College

Sep 2015 – May 2018

Triple Distinction *, Level 3 Engineering