

# KERR CAMPBELL

## JavaScript Developer

### - Summary

Innovative, solutions-driven front-end-leaning JavaScript developer, passionate about delivering world-class business performance, and deft at elevating initial idea to high-performance reality, from specs to prototype to product.

Strong history in UX, product marketing, SEO, user psychology, and growth hacking and experienced in startup strategy, social capital, Agile, and identifying customer insights.

### - Education

**CareerFoundry**, Web Dev Immersion  
Apr 2022 - Jan 2023

- Intensive 10-month, project-based, web development training program.

**University of Edinburgh**, Master of Arts in Music, 1st Class Hons, Aug 2019

- Dissertation: "Exploring The Potential For Artificial Intelligence (AI) Creativity Through Music".
- Relevant courses: Algorithmic Composition, Music Technoscience.

### - Technical & Soft Skills

- JavaScript, HTML5, & CSS3
- React, Redux, & React Native
- UX, UI, & clickable prototypes
- SEO, Compatibility, & Speed
- Responsive design & PWA
- Animation, Colour, & Typography
- Testing, TDD, Jest, & Puppeteer
- Version control, Git, & GitHub
- Data Visualisation
- Node.js & Express
- Serverless with AWS & Firebase
- MongoDB, noSQL, & SQL
- Documenting, JSDoc, & TypeDoc
- Digital growth strategy
- Marketing, Sales, B2B, & B2C
- Copywriting & graphic design
- Market research & user research
- Project management & Agile
- Leadership & Social Capital
- Problem-solving, critical thinking
- Written & verbal communication
- Giving & receiving feedback
- Time management & organisation
- Adaptability & flexibility

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### - Projects

**Full-Stack MERN & MEAN Web App**, Jun 2022 - Nov 2022

Designed, developed and maintained Scynapse a sci-fi movie web app using React, Redux, Node.js, Express, MongoDB, Git, JWT-based auth, and Bootstrap. Also built an alternative front end with Angular.

**React Native Cross-Platform Mobile App**, Nov 2022 - Dec 2022

Developed Chattix, a chat app, using React Native, Expo, and Google Firestore. Implemented chat functionality, image sharing, and location sharing while ensuring Android and iOS compatibility.

**Progressive Web App**, TDD & Data Viz, Sep 2022 - Nov 2022

Developed Meetapp, a PWA that connects users with like-minded people through events, using serverless technologies, event API integration, Recharts for data visualisation, and test-driven development.

### - Relevant Experience

**Unlocking Potential**, Chief Customer Officer, Jun 2020 - Now

- Designed app features based on user testing and UX best practices, increased user engagement by 35%.
- Built website, rewrote copy for impact and SEO, resulting in 1st-page ranking for relevant keywords.
- Boosted growth by leveraging customer insights to inform and optimise the value proposition.
- Elevated brand awareness and user acquisition, driving an increase in conversions.

**The Property Angel**, Digital Marketer, Jul 2018 - Apr 2020

- Performed UX audit and overhaul of the web app homepage and overarching customer journey.
- Developed a digital strategy with CEO including company goals, vision, and growth opportunities.
- Completed copywriting and graphic design for pitch decks, one-pagers, social media posts, web pages, business plans, and outreach messages.

**Skyscanner**, Business Intelligence Intern, Jun 2015 - Jul 2015

- Conducted business intelligence analysis for Skyscanner as a shadow/intern for the BI leader.
- Collected and analysed data from various sources to identify growth and performance opportunities.
- Analysed engagement data to identify insights and produced a report for company executives

**Desk Union**, Social Media Marketer, Aug 2015 - Sep 2015

- Automated social media promotions using HootSuite, resulting in an enhanced online presence