

# HANNAH MACBRYDE

## INDUSTRY SKILLS

HTML5 • CSS • JavaScript • jQuery  
• React • Tailwind • SASS • LESS  
• Gulp • Bootstrap • Adobe CC  
• Figma • Magento • Storybook  
• GIT  
• UX/UI • Wireframes • SEO •  
Test Performance •

## EDUCATION

BSc Creative Media Technology  
Leeds Beckett University  
Leeds, UK  
Sept 2013 - May 2016

BTEC Interactive Media  
Priestley College  
Warrington, UK  
Sept 2009 - July 2011

GCSE'S (Inc Maths & English)  
Great Sankey High School  
Warrington, UK  
Sept 2004 - July 2009

## STRENGTHS

- 🔗 Collaborative
- ✍️ Detail-oriented
- 🕒 Time management
- ★ Adaptability

## UX Developer at PrettyLittleThing

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🌐 www.hannahmacbryde.co.uk 📍 Bury, Manchester, UK

## SUMMARY

UX professional with over 8 years of experience in UX development and front-end development, expert in A/B testing and user interface optimization. Key achievements include leading the development of over 500 A/B tests and elevating annual revenue by more than £24 million at PrettyLittleThing within a three year period, as well as increasing conversion rates by 80% through design improvements at PrettyLittleThing. Leveraging a tech stack that includes JavaScript, React, Tailwind CSS, and Git to build responsive, user-friendly web applications and ensure efficient version control.

## EXPERIENCE

**UX Developer** 2022 - Present  
PrettyLittleThing Manchester, UK

My role in the UX Department involved:

- Served as the sole full-time developer on the UX team, leading the development of 500+ A/B tests and 100% experiences, driving an annual revenue increase of over £24 million across a three-year period through WebTrends Optimize.
- Partnered with the UX designers during weekly calls to provide feedback and improvement decisions on designs and deciding on the overall build capabilities through WebTrends integration.
- Consistently exceeded capacity expectations by operating at 113%, fostering strong collaboration with designers, analysts, and product owners to accelerate A/B builds.

**Front End Developer** 2018 - 2022  
PrettyLittleThing Manchester, UK

My role in the Studio Department involved:

- Developed CMS pages and campaign mock-ups with a focus on maintaining high quality standards and maximizing customer satisfaction.
- Mentored fellow developers through regular code reviews and provided support in resolving blockers, ensuring smooth project workflow and maintaining high standards.
- Assisted the graphic designers with development feedback on campaign wireframes and mockups. Leading their designs to reach full potential with enhanced jQuery performances.

**Junior Front End Developer** 2016 - 2018  
PrettyLittleThing Manchester, UK

My role in the Studio Department involved:

- Assisted in the fast turn arounds of campaign pages from mockups to live site. These turn arounds could be as fast as within 1 day to build.
- Improved my knowledge of tech stack to a higher standard and implemented CMS updates through Magento using a Bootstrap framework.