HANNAH MACBRYDE

UX DEVELOPER

CURRENT LOCATION: BURY, BL8 2ED

20/08/1993

07710888045

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PROFILE

An enthusiastic front end developer with over 8 years of industry experience and a proven work capacity of 113%. Specializing in building multiple A/B tests daily using JavaScript and React.

Passionate about learning and development with a desire to apply new skills to modern day practices. Proven track record in delivering engaging user interfaces and contributing to user experience enhancements whilst working well within the team.

EMPLOYMENT

UX DEVELOPER

PRETTYLITTLETHING.COM
MANCHESTER
MAY 2022 - PRESENT

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.

CREATIVE FRONT END DEVELOPER

PRETTYLITTLETHING.COM
MANCHESTER
AUG 2018 - MAY 2022

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 CREATIVE FRONT END DEVELOPER

PRETTYLITTLETHING.COM
MANCHESTER
NOV 2016 - AUG 2018

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.

FULL TECH STACK DURING PLT:

HTML5; CSS/SASS; Tailwind; jQuery/JavaScript; React; Git; Gulp; Magento; Bootstrap; Figma;

EDUCATION

LEEDS BECKETT UNIVERSITY
BSC CREATIVE MEDIA TECHNOLOGY
LEEDS
SEPT 2013 - MAY 2016

PRIESTLEY COLLEGE
BTEC INTERACTIVE MEDIA
WARRINGTON
SEPT 2009 - JULY 2011

GREAT SANKEY HIGH SCHOOL
GCSE's (INC ENGLISH & MATHS)
WARRINGTON
SEPT 2004 - JULY 2009

KEY SKILLS

Skill	Rating
HTML5	★★★★★
CSS/SASS	★★★★★
TAILWIND	★★★★★
JAVASCRIPT	★★★★★
REACT	☆☆★★★
JQUERY	★★★★★
GIT	☆★★★★
GULP	☆☆★★★
MAGENTO	☆☆★★★
BOOTSTRAP	★★★★★
ADOBE CC	★★★★★

INDIVIDUAL

	Rating
COMMUNICATION	★★★★★
TIME MANAGEMENT	★★★★★
BALANCE	☆★★★★
ADAPTABILITY	☆★★★★

REFERENCES
AVAILABLE UPON REQUEST