

hannah williams

software engineer

with a focus on building exceptional UIs and experiences

07536015685

hannahw111ams@yahoo.com

www.linkedin.com/in/hannahw111ams

hannahw111ams.netlify.app

london

summary

My passion for developing iOS apps comes from a place of caring deeply about user experiences. iOS especially is renowned for intuitive experiences with seamless integrations across devices and emotional engagement with users. I enjoy ambitiously embodying this approach across my numerous diverse roles where I've supported many brands in helping them deliver exceptional user experiences. My attentive eye in combination with employing robust practices such as Test-Driven Development, Continuous Integration/Continuous Deployment, and SwiftLint ensures the highest standards of quality in my work.

engineer	approach	design
iOS - Swift / Swift UI / UI Kit	Responsive Design	Illustrator / InDesign
TDD / UI	Design-driven development	Figma / Procreate
C# / .NET	Collaborative problem solving	Graphic Design
Javascript / React / React Native	Agile / Iterative processes	

experience

	<u>Footasylum</u>
sept 2020 oct 2023	<p>iOS SOFTWARE ENGINEER</p> <p>Contributed to various successful retail initiatives for an in-store staff app including basket, payment, delivery, discounts, promotions, and marketing preferences. Facilitated the creation of separate customer-facing self-serve apps, including click and collect, footwear, fitting room, and a staff app that interacts with those customer requests. Collaborated in a cross-discipline team, employing iterative and agile methods with quick feedback loops to ensure rapid and effective product development. Tech stack: Swift, SwiftUI, UI Kit, MVVM, Combine, Azure, Fastlane, C# mobile gateway, Terraform, Firebase Analytics and Crashlytics, Sentry, Apple Push Notification Service, JWT OAuth.</p> <p>achievements:</p> <ul style="list-style-type: none">• Led the SwiftUI transition, cutting development time and encouraging higher quality of UI execution with reusable components. Presented it to the wider IT department at the Engineering Community of Practice.• Developing the retail store experience which is responsible for 50% of the companies revenue annually.• Covered 70+ stores with 10 iOS devices in each during peak periods.• Created a retail app for Sevenstore, sister brand to Footasylum, with similar but refined functionality and user journeys tailored to the Sevenstore brand. Modularised packages to share across our multiple apps using Swift Package Manager.• Regularly submitting updates to the app store in quick release cycles. <p>design</p> <p>Alongside UX researcher, for Sevenstore and Self-Serve products, I used Figma to translate business requirements into low-fi concepts, iterating and developing app designs and branding.</p> <p>achievements:</p> <ul style="list-style-type: none">• Accelerated development by bridging UX and engineer roles, minimizing friction. Designed reusable components for efficient future development.• Enhanced retail app journeys with the latest iOS technologies, aligned with new branding guidelines through collaboration with marketing.• Designed infographics on illustrator with project sponsors to communicate the concept of what 'Omni-channel' means to Footasylum and imagining concepts of future visions to share with stakeholders.
jan 2020 sept 2020	<p>iOS JUNIOR SOFTWARE ENGINEER</p> <p>Moved over to the retail's app team at its inception, created to enhance staff efficiency and user/customer journeys. The goal was to provide customers with a more engaging shopping experience and elevate FA's value, aligning with Nike's roadmap. Used Swift, UI Kit, and Objective-C to innovate the retail experience, focusing on user research with firsthand feedback and making data-driven decisions via Firebase Analytics.</p> <p>achievements:</p> <ul style="list-style-type: none">• Stock runner functionality that reduced the 2 minutes 30 seconds from the customer asking for a size and finding out if the size was in stock via radios, to seconds using barcode scanning and one user click.• KPI achieved of selling an additional pair of shoes daily per store, generating extra 1.5 million in sales per year.• Pushed innovation at FA with spikes, implemented machine learning for image-based shoe identification using Google Vision API, aligning with Nike's roadmap for technological advancements.• Setting up codebase, CI/CD pipelines, testflight, successfully getting first app into the app store!• Took part in a public speaking and confidence workshop with Lauren Currie, two days later I presented our first app demo to stakeholders.
nov 2019 jan 2020	<p>JAVA JUNIOR SOFTWARE ENGINEER</p> <ul style="list-style-type: none">• Initial role in the retail team was working on ePOS till systems learning Java and OOP.• Maintaining and debugging large legacy codebases learning the significance of good coding practices.• Working in a cross-discipline team, I absorbed a positive company culture and efficient work methods to remove blockers and accelerate work across the business.

hannah williams

07536015685

hannahw111ams@yahoo.com

www.linkedin.com/in/hannahw111ams

hannahw111ams.netlify.app

london

software engineer

with a focus on building exceptional UIs and experiences

Freelancer

nov 2015
may 2019

FOLDABILITY | PAPER ARTIST

- Working for foldability in industry producing work for clients such as Micheal Kors, Ted Baker, H&M, Department for International Trade (DIT) and Plinth on products and installations.
- The emphasis was on attention to detail, creating quality.

sept 2021
present

GRAPHIC DESIGNER

- Collaborated with organizers for local sports clubs and events developing promotional graphics and products (posters, t-shirts, logos).
- Created infographics for a rowing club's 5 year strategic plan to communicate the vision to club's members.
- Working with a vegetarian cafe startup, creating vision branding, website and promotional materials.

education

jan 2021
jan 2023

NORTHCODERS | LEVEL 4 SOFTWARE DEVELOPER APPRENTICESHIP - Distinction

Upskilled from junior to mid level engineer by expanding my value to my wider company.
Sprints covering full stack topics:

- DevOps & Cloud Architecture. Building container images and networking with Docker, cloud computing with AWS, automated deployment processes and modularisation with Terraform.
- Applied testing. TDD against acceptance criteria, mocking and stubbing network requests, extracting service layers, and testing cloud functions.

Certificates:

Level 4 Software Developer Apprenticeship - Distinction - BCS The Chartered Institute for IT
BCS Level 4 Diploma in Software Languages
BCS Level 4 Diploma in Software Methodologies

june 2019
oct 2019

NORTHCODERS | SOFTWARE DEVELOPER BOOTCAMP

- An accelerated bootcamp where I learnt to build full-stack web applications using Javascript, React, HTML and CSS. Alongside technical skills the programme instilled a strong emphasis on developing adaptable processes and approaches applicable across various programming languages, all about cultivating the right mentality and adhering to good coding principles.
- Culminated in a group project where I built a full stack real-time fitness tracking application learning React Native and hosting on AWS.

2014
2017

GOLDSMITHS, UNIVERSITY OF LONDON | BA DESIGN - 2.1

- Degree focused on experimentally exploring the thought process of design, within many contexts in the world, and its systems, and utilising any discipline most suited to a project. I learnt the benefits of using two concepts that don't necessarily mix to offer new perspectives on the other.
- First hand experience of testing designs with the user, questioning assumptions in the design process to expand our view of what is and what could be.
- Live brief collaboration with Public Works studio in Lebanon and the Lebanese Physical Handicapped Union. We investigated how key existing urban spaces in Beirut could be reclaimed to enable minority groups to have better and more integrated social and physical relationships.
- Final project of exploring political speech through the medium of dance, including salsa, using film and formula. I saw the potential for new perspectives offered by partnered dance on speech as two tension filled spaces, that both have a element of communication and conversation.

2013
2014

MID-CHESHIRE COLLEGE | ART + DESIGN FOUNDATION DIPLOMA - Distinction

2007
2013

CHRISTLETON HIGHSCHOOL | ART, MATHS, LAW - A, A, A

hobbies

sport

Completed learn-to-row in 2019, transitioned to home rowing during lockdown, achieving success with tankard wins, three qualifications at Henley Women's Regatta, and entry into Henley Royal Regatta qualifiers the first year they let in club women's eights. Newly joined Windrush Triathlon Club, a regular at Herne Hill velodrome. Also, competed in Lisbon and Manchester halves, and this year, Coed y Brenin trail half and Tour du Mon 140km cycle around Anglesey with 1600m+ elevation.

creativity

Avid graphic designer, drawer, painter, maker; passion for learning new creative skills to make beautiful things. Freelancing for small businesses who need the help with their user experiences.

conferences

Swift Leeds 2021, 2022, 2023. Swift Alps 2021. Hacking with Swift 2020, 2021.