

Jacob Rees

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PROFESSIONAL SUMMARY

Front-End Developer with full-stack, iOS, and customer success experience across headless CMS architectures and modern React/Vue applications. 3+ years building products and managing client relationships across higher education & e-commerce.

WORK EXPERIENCE

Front-End Developer, Revolution Viewing (vepple.com)

MAR 2023 – PRESENT

- Sole front-end and UX developer, collaborating directly on design & product direction, mentoring engineers, and supporting customer success through client onboarding, demos, and feedback sessions. Helped build a virtual experience platform for 30+ UK universities, reaching 1M+ students with 12+ pages and 7 minutes per session.
- Architected Events Management System with Firebase real-time chat, 1-second status engine, and timezone-aware scheduling, delivering 108% increase in views per session.
- Built production A/B testing framework with GrowthBook SDK, GDPR-compliant tracking, and GTM analytics, enabling data-driven design decisions.
- Developed custom ACF blocks and GraphQL queries for headless WordPress CMS.
- Engineered Explore by Map feature with Mapbox GL JS, directions API, and GPS tracking. Map users averaged 21 pages per session with 64% longer engagement.
- Enhanced panorama Guided Tour suite (WCAG 2.2 AA) with ambassador intro/end screens with real-time captions and in-panorama social media Content Spots, driving 65% more pages and 50% longer engagement.
- Technologies: Vue.js, Pinia, Quasar, Firebase, GraphQL, WordPress, Mapbox GL JS, Histoire, Vitest, GTM

Web Developer, Pavers (pavers.co.uk)

AUG 2022 – MAR 2023

- Developed a WCAG 2.1 AA-compliant component library (75+ components) with multi-brand theming for Pavers, a UK retailer with 160+ stores. Built reusable UI with Storybook documentation using Shopify Liquid and React, enabling content teams to customise pages via Sanity CMS across 5+ brands.
- Integrated Algolia search, improving search relevance and driving a 10% increase in search-driven conversions.
- Combined Lucky Orange with a weather API for location-based recommendations, resulting in 7+% conversion.
- Increased front-end test coverage by 40% through Jest-based tests for critical user flows.
- Technologies: Shopify Liquid, Sanity CMS, Bootstrap, React, Algolia, Jest, Lucky Orange, Google Tag Manager

SKILLS

Languages: JavaScript; TypeScript; HTML; CSS; Python; PHP; MySQL

Technologies: Vue.js; React; React Native; Next.js; Node.js; Three.js; Vitest; GraphQL; Tailwind; Storybook; Figma

Infrastructure & Analytics: Jira; Vercel; GitHub Actions; Docker; Google Tag Manager & Analytics; A/B Testing

PROJECTS

Full Stack Developer, CanonCore (canoncore.com | github.com/jacobreesgit/CanonCore) JUL 2025 – PRESENT

- Built a full-stack web and React Native iOS media library with a Netflix-style interface, drag-and-drop organisation, progress tracking, and spotlight search.
- Implemented accessible media player with Vidstack supporting streaming, subtitle tracks, and progress persistence.
- Developed server-side architecture with Next.js server actions, Prisma ORM, Google Drive OAuth, and Redis rate limiting. Wrote 2,400+ tests across unit, integration, and E2E layers with real Google Drive E2E tests.
- Building interactive 3D graph visualisation with Three.js, rendering items and connections as a force-directed node network with camera controls, zoom, and real-time physics.
- Technologies: Next.js, React, React Native, Expo, TypeScript, PostgreSQL, Prisma, Tailwind, Storybook, NextAuth.js, Vitest, Playwright, Redis, Three.js, GitHub Actions

EDUCATION

BA in Digital Media, University of Leeds

JUL 2022

- Achieved a 2:1 overall with a First in the final coding project.