

Jacob Rees

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PROFESSIONAL SUMMARY

Front-End Developer with full-stack and iOS development experience, and a strong background in UI & UX design. 3+ years building products used by millions, including Vepple (1M+ students, helped achieve 4x engagement) and Pavers (75+ components powering 160+ shops).

WORK EXPERIENCE

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

MAR 2023 – PRESENT

- Developed Vepple, a virtual experience platform for 30+ UK universities including Imperial College London and Nottingham Trent, reaching 1M+ prospective students with users averaging 12+ pages and 7 minutes per visit.
- 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.
- Led mobile navigation overhaul with 3-tier footer architecture, increasing session duration by 41%.
- Engineered Explore by Map feature with Mapbox GL JS, directions API (walking/cycling/driving), 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, Mapbox GL JS, Vitest, Figma, GTM, Google Analytics

Web Developer, Pavers (pavers.co.uk)

AUG 2022 – MAR 2023

- Built front-end solutions for Pavers, a UK footwear retailer with 160+ stores. Developed a WCAG 2.1 AA-compliant component library using Shopify Liquid and jQuery, enabling content teams to customise pages via Sanity CMS across 5+ brands including Jones Bootmaker and Herring Shoes.
- 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, jQuery, Algolia, Jest, Lucky Orange, Google Tag Manager

SKILLS

Programming Languages: JavaScript, TypeScript, HTML, CSS, Python, PHP, MySQL

Technologies: Vue.js, React, Next.js, Node.js, Pinia, Vue Router, Vitest, GraphQL, Sass, Tailwind, Figma

Infrastructure: Vercel, GitHub Actions, Docker

Analytics & Optimisation: Google Tag Manager, Google Analytics, Looker Studio, A/B Testing

PROJECTS

Full Stack Developer, CanonCore (canoncore.com | github.com/jacobreesgit/CanonCore)

JUL 2025 – PRESENT

- Built a full-stack media library using Next.js, React, TypeScript, and PostgreSQL with RESTful API, enabling users to organise and stream media from SFTP servers with drag-and-drop reordering and subtitle support.
- Implemented production-grade security with encrypted credentials, Redis rate limiting, and OWASP headers including Content Security Policy and XSS protection.
- Established comprehensive automated testing across unit, integration, and E2E layers using Vitest and Playwright with Docker-containerised parallel execution.
- Technologies: Next.js, React, Node.js, TypeScript, PostgreSQL, Vitest, Playwright, Docker, Redis, 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.