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 across higher education and e-commerce.

WORK EXPERIENCE

Front-End Developer, Revolution Viewing (vepple.com)   **MAR 2023 – PRESENT**
- Sole front-end and UX developer, collaborating directly with the Product Manager and CTO on design and product direction. Helped build a virtual experience platform for 30+ UK universities, reaching 1M+ prospective students 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, 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, Histoire, Vitest, Figma, GTM, Google Analytics

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 jQuery, 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, jQuery, Algolia, Jest, Lucky Orange, Google Tag Manager

SKILLS

Languages: JavaScript, TypeScript, HTML, CSS, Python, PHP, MySQL
Technologies: Vue.js, React, Next.js, Node.js, Pinia, Vue Router, Vitest, GraphQL, Sass, Tailwind, Storybook, Figma
Infrastructure & Analytics: Vercel, GitHub Actions, Docker, Google Tag Manager & 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 turning Google Drive into a Netflix-style interface with 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, and Google Drive OAuth with AES-256-GCM encryption; integrated TMDB API with circuit breaker pattern.
- Designed bot protection and Redis rate limiting; wrote 2,400+ tests across unit, integration, and E2E layers with real Google Drive E2E tests.
- Technologies: Next.js, React, TypeScript, PostgreSQL, Prisma, Tailwind, NextAuth.js, Vitest, Playwright, 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.