Lala Rukh

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Summary:

I'm a software developer with over six years of experience in the industry. My expertise shines in frontend development and UX/UI design. I'm passionate about creating clean, intuitive user experiences and love the challenge of transforming designs into functional, beautiful code. Throughout my career, I've remained committed to continuous learning and growth—whether it's through hands-on projects or staying on top of emerging technologies. I believe in setting big goals and working hard to turn them into reality. Driven by a constant desire to learn, improve and achieve something extraordinary in the future, I strive to deliver high-quality results.

Work Experience:

The Access Group, Loughborough as **Software Developer –** Oct 2021 – Present**.**

- Joined Access after its acquisition of GCSEPod, focusing on large-scale front-end development while learning to collaborate effectively with the UX team to bridge design and development.
- Led the development of key projects, including a course authoring tool using React.js, TypeScript, and Tailwind, mastering the technology stack and ensuring timely delivery within strict deadlines.
- Became the front-end lead for multiple projects, driving the adoption of best practices, accessibility standards (WCAG), and testing methodologies using Jest.
- Significantly improved site performance and reduced build times by successfully migrating from Webpack 4 to Webpack 5, showcasing technical leadership and strategic problem-solving.
- Mentored two junior developers, creating a culture of growth and collaboration while ensuring their alignment with team workflows and coding standards.
- Expanded my expertise by developing AI-powered Co-Pilot plugins, learning GPT-3 and GPT-4 models along with prompt engineering and integrating cutting-edge AI solutions to enhance product offerings.
- Shared my front-end and UX knowledge with cross-functional teams, influencing product direction to better align with user needs and business goals.
- Collaborated with team lead and project managers to effectively plan work and timelines, ensuring smooth workflows and successful project delivery.

GCSEPod, Newcastle as **Software Developer -** Jan 2020 – Oct 2021**.**

- Due to changing personal circumstances, I needed sponsorship to continue working in the UK. GCSEPod team recognized my potential and secured sponsorship rights so that they can sponsor me to work as a software developer for the company.
- Learned Figma on the job, dedicating honest effort to understanding the product and its users. Redesigned key parts of the website with a user-focused approach, delivering intuitive and visually engaging designs.
- Collaborated closely with stakeholders and developers using iterative approach to ensure the designs aligned with business goals and genuinely addressed user needs.
- Developed and implemented these designs using Vue.js, Bootstrap, and advanced CSS techniques, recognized within the team for crafting elegant, maintainable, and responsive user interfaces.
- Played a pivotal role in the company's growth, contributing to projects and innovations that demonstrated GCSEPod's potential and led to its acquisition by The Access Group.

Hays Travel, Head Office Sunderland - Web Developer - March 2018 - January 2020

- Began as a *Graduate Developer*, shadowing experienced team members to learn Laravel, CMS development, and the technologies behind Hays Travel's web platforms.
- Supported various teams by handling smaller tasks, such as fixing website issues and creating campaign-specific pages, steadily building my understanding of full-stack development.
- Provided day-to-day technical support to various departments, ensuring the company's web platforms met their operational needs and remained functional.
- Transitioned to Junior Developer, where I independently developed a CMS for the careers team to streamline job posting and workflow management. Delivered training to ensure smooth implementation and user adoption.

- Contributed to the redevelopment of major projects, including the Hays Cruise and Faraway websites, collaborating on both frontend (Vue.js) and backend (Laravel) improvements.
- Mentored an intern, guiding them through the company's tech stack and helping them integrate into the team.

Bede Gaming, **Newcastle upon Tyne** as **Technology Intern** - Jan 2018 – Mar 2018.
- My first professional role, where I quickly adapted to a tech-driven environment and learned the importance of communication and collaboration.
- Developed a JavaScript project focused on 'responsible gambling' using the company's API and data. This experience was my first chance to combine technical skills with a meaningful purpose, showcasing the potential of technology to address real-world challenges.

Education:
Northumbria University, Newcastle Upon Tyne, UK – *(Distinction)*
Masters Computing and IT (Advanced Practice) – January 2018

- **Modules:** Database Modelling (90%), Object-Oriented Programming (84%), Website Development (96%), Overall (80.5%)
- **Thesis Project**: Performed sentiment analysis on students' tweets data during their GCSE exam period, using Python and AI to train machine learning models.

NFC Institute of Engineering and Fertilizer Research, Faisalabad, Pakistan – (3.26 GPA)
Bachelor of Science in Computer Science – November 2013

- **Final Year Project**: Developed a mobile app for smartphone theft detection using GPS and smartphone features, recognized as the best project in the class.

Achievements and Interests:
- Passionate about travel, exploring new places, and trying diverse cuisines.
- Enjoy drawing and painting as a creative outlet.
- Two-time consecutive winner of the Access-wide hackathon.

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GitHub: https://github.com/lalarukh1

References are available on request.