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# Manuel Yemoh - Senior Front End Developer

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## **Profile**

Passionate front-end developer with over 13 years of experience actively seeking new contract and freelance opportunities. Currently working remotely and specialising in JavaScript frameworks like **React**, I have a proven track record in delivering outstanding results, particularly in high profile Websites, Rich Media campaigns, HTML emails, and HTML5 banners. I am eager to contribute my expertise to your projects and help drive success in your front-end development initiatives.

With over 13 years industry experience, I have spent 4 years running a successful design and development production studio, managing a team of up to 12 people completing campaigns for global clients to meet business objectives.

## **Summary of technical skills**

JavaScript - ReactJs, NextJs, GatsbyJs, ES6, Babel, NPM, AWS, Websockets, Canvas, XML, JSON, Ajax, TailwindCSS, CSS2/3, Styles components, MUI, SVN, Github, Mamp/Wamp, jQuery/JQM, RequireJs, Twitter API, GSAP, Facebook & Twitter API. Photoshop, Premier Pro, After Effects, Illustrator, Spark AR

Media Platforms - Flash Talking, DoubleClick Studio / DCM, Google ads, Bannerflow, Sizmek, Celtra.

## **Contract / Freelance experience**

### **(Former Yemoh LTD) Bakaman LTD**

*HTML5 Web/Banner/Email Developer (Contractor) January 2013 - July 2015, April 2019 - August 2020, September 2022 - Current*

### **Contracts Include:**

- CNBC
- Network London
- UDUX
- Marks & Spencers
- L'Oréal
- Nucco Brain
- Dewynters
- Saatchi and Saatchi

- Brothers And Sisters
- VCCP Media
- Maverick Media
- Common Curiosity

#### **HTML5 Web Developer:**

- Creating fluid responsive pages using React Js, ES6 and Tailwind CSS.
- Building reusable components from front end libraries for usage on multiple projects.
- Working from designs and wireframe utilising programs such as figma to create high quality code.
- Creating pixel perfect UI objects such as responsive menus, buttons and forms.
- Optimising code using React components for web capable devices.
- Sorting data from API and optimising it for use on web pages.
- Converting static designs into animations using various animation frameworks such as Gsap.
- Working in an Agile team with weekly sprints and working closely with team members to ensure efficiency on projects.
- Coding landing pages in VanillaJs.

#### **HTML5 Banner Developer:**

- Designing and building responsive HTML5 Rich media and standard banners for desktop and mobile using HTML + CSS/SCSS/SASS + Javascript.
- Working with DCS/DCM/Flashtalking/Sizmek(MediaMind) for dynamic and standard campaigns.
- Creating Mobile banners in Celtra and testing on different mobile devices.
- Working with Adobe CC, Google web design, Bannerflow and hand coding banners.
- Using JS frameworks such as Greensock (Gsap), JQuery and CSS3 to animate banners.
- Managing a team of developers to ensure quality of work is kept at a high standard.
- Creating QA/QC checklists for developers to follow and introducing a buddy QC/QA system for developers to check over each other's work.
- Working closely with Project Managers and Key stakeholders to ensure projects are completed against deadlines.

#### **HTML Email Developer:**

- Designing and building responsive HTML email for desktop and mobile using HTML + CSS.
- Maintaining cross email client experience using tools such as Email on Acid and Litmus.
- Using CRM/ESP deployment tools such as Salesforce, Adobe Media Campaign and mailchimp.
- Creating clean PSD templates and ensuring pixel perfect HTML builds are created from those designs.
- Testing emails on desktop, tablet and mobile to ensure the same user experience.
- Working in large CRM teams and developing best practices to complete projects.

### **Full time professional experience**

#### **Wellcom London**

*Lead Developer August 2020 – September 2022*

- Fully hands on developer while managing a team of Developers and Permalancers to handle production and new technologies for Display advertising.
- Crafting templates and guidelines while keeping up to date with new technologies to ensure the best user experience for our clients.
- Dealing with new project scoping and being the bridge between PM's and my Dev team to allocate the right resource for the right job.

- Assisting the QA team with technical QA such as checking display ads are adhering to guidelines sent by the client.
- Converting legacy code to more manageable fluid code to ensure longevity of dynamic projects.
- Managing a team of developers and allocating resources for projects.
- Key point of contact between management/project management team and the development team.
- Setting goals and objectives and having regular reviews to discuss progression and strengths and weaknesses.
- Involved in meetings about new business and meetings discussing new platforms and technologies we can integrate with our workflow.

### **Gameyfi - Technical Director / Founder**

*Founder and Front End Developer July 2015 - March 2019*

- Designing and developing full campaigns to specific briefs in all types and formats - websites, games, landing pages, competition pages, email campaigns using mailchimp and other email clients.
- Building wordpress websites and creating social media assets.
- Producing dynamic campaigns in DoubleClick.
- Following a full service scope from initial stages through to final delivery.
- Managing timelines and budgets.
- Upholding high standards of quality assurance of work
- Management of project scope and changes using tools such as Gantt charts.
- Working closely with developers on troubleshooting coding issues.
- High level reporting to key stakeholders on project status.

### **Addiction London (Full-time)**

*Interactive Developer November 2010 – September 2012*

- Lead Flash developer.
- Lead Games developer.

## **Education**

### **Leeds Metropolitan University September 2006 - June 2009**

Degree in BSC Games design - 2.1

## **Hobbies and interests**

Traveling

Regular 5 a side football player

Guitar player

Japanese speaker Level N4