

# Will Gardner | Full-stack developer

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## Projects

### A/B TESTING SAAS TOOL

[LIVE](#) - [DEMO](#) - [GITHUB](#)

- Built full-stack A/B testing SaaS app designed for founders and small businesses after growing frustrated with the lack of affordable A/B testing tools for founders and SMEs.
- Vue.js SPA with Nuxt.js on the front end and back end REST API built with Node.js, Express, and MongoDB.
- Users can create accounts, set up paid subscription plans with Stripe, create A/B tests and variants, generate client-side code snippets to implement the A/B testing on their own websites, and check A/B tests conversion rates from their dashboard.

### READING LOG AND READING LIST APP

[LIVE](#) - [DEMO](#) - [GITHUB](#)

- Built full-stack web app for my partner and me that is similar to goodreads but private and without the social networking features.
- React.js app with Next.js integrated with the Google Books API on the front end and back end powered by Supabase, an open-source PaaS.
- Users can create a list of books they want to read, books they have read, set an annual reading challenge, and track their progress against this challenge.

## Work experience

### BUSINESS DEVELOPMENT MANAGER, INSPORT EDUCATION: JANUARY 2020 - PRESENT

- First full time hire at a rapid-growth ed-tech company working in the sports sector. Experience working cross-functionally in fast-paced startup environment.
- Project manage and lead operations for the development, launch, and marketing of all online products, including: learning platforms, online courses, webinars, and more.
- Manage company's entire digital presence for both customer-facing and internal tooling platforms, including website, social media, CRM, email marketing, analytics and tracking.

### ASSOCIATE CAMPAIGN EXECUTIVE, DIFFUSION PR AND COMMUNICATIONS: SEPTEMBER 2019 - DECEMBER 2019

- Wrote press releases, feature articles, and other media communications for clients.

## Education

University of Oxford, BA Oriental Studies (Chinese Studies), Distinction.

## Technologies & skillsets

### Front end

- HTML5 and CSS3
- JavaScript
- React.js and Next.js
- Vue.js and Nuxt.js

### UI/UX

### Back end

- Node.js
- Express
- NestJS

### MongoDB

### Postgres

### Other

- TypeScript
- REST APIs

### Postman, Insomnia

### Jest

### NPM

- Git and GitHub
- CI / CD