Dean Jeffery

Front End Developer

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Profile

Front End focused web developer with over four years of front end experience in creating responsive web solutions for a diverse range of clients. Skilled in collaborating with design teams to translate concepts into high-performance web pages. Proficient in developing frontend features for seamless integration and optimised page speed. Passionate about building more accessible and responsive websites. Strong mentorship abilities demonstrated through guiding junior developers. Adept at working on both independent and collaborative projects, with a strong understanding of e-commerce development needs.

Skills

Languages: HTML, CSS, JavaScript, PHP
Frameworks: React, Astro, Vite, NextJS, Kohana
Styling: Tailwind, Bootstrap
Tools: Git, MySQL, Lighthouse
CMS: Wordpress, Shopify, Visualsoft
Other: Accessibility (WCAG), Performance Optimisation

Employment History

Front End Developer
Visualsoft
(September 2022 – February 2025)

- Developed new features and reusable 'slices' for the Visualsoft platform, now available for all 600+ sites on the platform.
- Led development of bespoke front end solutions for 'Enterprise' tier clients, enhancing performance and optimising conversion.
- Built bespoke front end features for clients, to be integrated into the Visualsoft core platform at a later date.
- Collaborated with designers to transform mockups into pixel-perfect, responsive web pages.
- Mentored and supported junior developers, offering guidance on best practices and technical challenges.
- Wrote detailed test plans for use by QA teams, designers, product managers, and engineers to ensure smooth deployments.
- Participated in go/no-go release meetings, both for personal PR's and as a representative for team members.

Junior Front End Developer
Visualsoft
(September 2021 – August 2022)

- Integrated over 250 Visualsoft features into new and existing client storefronts using PHP and CSS.

- Resolved issues raised by QA, implemented solutions to balance client and user needs.
- Troubleshot and fixed bugs within the Visualsoft platform, for both platform frontend and developer tooling.
- Authored comprehensive test plans to maintain site integrity post-launch.
- Led the 'go live' process, working closely with Project Managers and DevOps engineers to ensure seamless deployments of websites with fully functional features and payment gateways.

Apprentice Web Developer
PrimitiveSense Ltd
(August 2017 – July 2018)

- Designed and developed websites for a diverse range of clients to written and verbal specification.
- Created custom email templates for clients, consistent with their website designs.

Freelance Work
(June 2021 – Present)

- Created a Shopify store for a small business, managing all aspects of the web presence. (mywitchyshop.co.uk)
- Offer SEO and performance advice to local signage business to improve sales leads. The work lead to an 80% increase in click through rate.

Formal Education

BSc (Hons) Applied Computing
Newcastle College
(September 2018 – May 2021)

IT, Software, Web & Telecoms Professionals Level 3
Baltic Training
(August 2017 – July 2018)

BTEC Software & Web Development Level 3
Gateshead College
(September 2015 – June 2017)

Certifications

Shopify Academy
- Shopify Development Fundamentals
- Liquid Storefronts for Theme Developers