Jay Franks

Front-End Web Developer

PERSONAL PROFILE

An ambitious and enthusiastic Front-End Developer who takes pride on precision and creative flair. Proven ability to produce work that meets project briefs and client's needs.

Has gained valuable experience within e-commerce web development and is fascinated by a/b testing UI and UX changes to improve sales.

WORK EXPERIENCE

Nov 2020 – Present | Healthy Stuff - Junior Web Developer

- Led the research, redesign and rebuild of Healthy Stuff's primary e-commerce website which seen a 41% increase in sales and improved Google performance scores from low 20's to mid-90's.

- Managed the roll-out of the new website build across a further 5 international e-commerce websites, and worked closely with the wider digital marketing team to monitor and improve performance.

- Created key digital assets for the website, digital marketing campaigns using Adobe and Figma, and designed and developed email marketing templates on Mailchimp.

Sep 2020 – Nov 2020 | Aspex - Front-End Developer & Digital Marketing Executive

- Designed and developed new pages and sections for the website as well as fixing various responsiveness and UX issues.

- Implemented a payment system to enable customers to purchase keys via the website instead of ringing up. I used my initiative to solve an issue for the company.

- Worked closely with key stakeholders to plan and execute digital improvements such as website developments, LinkedIn posts and the Mailchimp newsletter.

EDUCATION

2017 - 2020

University of Leeds

BA Digital Media, Second Class Honours

Created an android app and website for my final year project at university.

Completed key modules in Dynamic Web Programming, Interface Design and Design for Digital Media.

2013 - 2017

Lutterworth College

A-Level: AAC

GCSE: 6 A's, 1 B, 3 C's

KEY SKILLS

HTML | CSS | JS | PHP

WordPress | Design

WooCommerce | UX | UI

SEO | Speed Optimisation

CONTACT

📞 07548675520

✉️ jay.franks@icloud.com

💼 jayfranks99

🏠 Leeds, LS4 2AB

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WORK EXPERIENCE

Jan 2020 – Feb 2020 | Mixd - Web Development & Design

- Developed technical skills such as GitHub, WordPress, JavaScript, version control, UX design and API's.

- Gained insight into the opportunities and challenges of working in such a fast-paced environment

KEY PROJECTS

Allergy Test Website Rebuild | Healthy Stuff

- Audited the Allergy Test website and used the findings to propose a website redesign and rebuild.

- Planned, designed and rebuilt the website, working closely with key stakeholders to ensure key requirements for the rebuild were met.

- Key technical aspects included building core web components, the main landing pages and WordPress theme development for product, basket and checkout pages.

Motive App and Website | University Final Year Project

- Expanded my web and digital skills by building an android app for first-year University students to make friends.

- Technical work included; automatic placing of google map marker, log in and register functionality, profile creation and editing, viewing other users profiles, account verification with University of Leeds and data storage in Firebase.

Sonar | University Digital Media Teams Project

- Developed good team working, project management and leadership skills to create a campaign raising awareness on ways to help homeless people.

- I was able to steer the project away from failure to being a great success in achieving a high 2:1 and producing a professional presentation.

VIEW MY WORK

MY SKILLS

Professional

Technical
HTML, CSS, SCSS, JS, JQUERY, PHP, SQL, Git, Wordpress, WooCommerce, SEO, WPO, Testing, API's, Android Development.

Design & Digital
Wireframing, UX, UI, Digital Marketing, Editing, Motion Graphics, Animation.

Personal

Problem Solving, Creativity, Planning, Teamwork, Flexibility, Communication, Leadership, Analytical.

INTERESTS

Passion for sports and the gym, improving my development and design skills and socialising with my friends.

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