Alex Rivera

Experienced Front-End Engineer with over 9 years of experience building functional, accessible, and user-focused interfaces with engaging experiences.

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Relevant Experience

Software Engineer · **Vodafone** · Feb 2023 – Jul 2024

- Developed and optimised new features for Vodafone's high-traffic, customer-facing pay-monthly product journey. Implemented analytics and conducted A/B testing using React, Next.js, and LaunchDarkly to enhance user experience and site performance.
- Collaborated with a cross-functional team to migrate a monolithic application into micro services, delivering scalable and streamlined automated services for enterprise clients using React, TypeScript, and Node.js.
- Led and managed a team of five engineers to deliver a project called WebX, aimed at enhancing user experience across the platform.
- Mentored junior developers in modern front-end techniques, code reviews, and best practices, leading to significant improvements in their code quality, confidence, and performance.

Front-End Engineer · **Itech Media** · Jan 2021 – Jan 2023

- Worked in a technology-agnostic environment across three products, utilising React, Vue.js, Gatsby, and Next.js to deliver high-performance websites, with a strong focus on SEO, page load optimisation, and accessibility.
- Utilised tools such as Core Web Vitals, Lighthouse, and waterfall testing to improve the performance of each product.
- Collaborated with a cross-functional team to migrate a codebase using JAMstack, Contentful, and other technologies, enabling us to translate and enhance the content delivered to our Canadian customers.
- Led efforts to standardise analytics across all products by working closely with the analytics department and developing a plugin for Contentful, which was implemented across all products at iTech.
- Spearheaded initiatives to meet WCAG 2.1 AA accessibility standards, resulting in a fully accessible platform that improved usability for all users.

Global Front-End Developer · **Just Eat** · Feb 2018 – Jan 2021

- Developed and maintained new features for Just Eat's blogs across UK and international markets. These enhancements included interactive elements like mini-games and quiz generators, as well as new layouts and performance optimisations, utilising HTML, CSS, JavaScript, and PHP.
- Using internal APIs, React, Node.js, and AWS, I led a cross-functional team to create personalised micro-sites for high-profile brands and internal projects. These included The X Factor, KFC, Food Fest, British Takeaway Awards, and the NHS, all of which required handling high traffic volumes.
- Developed an internal component library using React, NPM, and Storybook to ensure brand consistency. These reusable components were implemented across our microsites and blogs, streamlining development and maintaining a cohesive user experience.
- Architected and developed the British Takeaway Awards website using React, Node.js, and SQL. This created a seamless platform for both businesses and customers, enhancing the user experience for this high-profile event.
- Architected and created Bannarama, an internal tool that allowed multiple markets to create custom HTML marketing banners. This tool supported various languages, branding styles, imagery, and formats, streamlining the banner creation process across diverse regions.
- Recruited and onboarded multiple contractors and engineers, while mentoring and training junior developers to enhance their skills.

Front-End Developer / Designer · **Blowmedia** · Nov 2015 – Feb 2018

- Designed new brands and developed responsive websites using HTML5, CSS3, JavaScript, and jQuery for diverse clients in industries such as aesthetics, recruiting, fitness, and entertainment. Maintained these websites to ensure optimal performance and user experience.
- Collaborated with Senior Designers and Engineers to develop innovative UX & UI features, delivering high-performance websites to our customers that enhanced user interaction and overall performance.
- Additionally, I spearheaded optimisation efforts for all our clients by developing new white-label components. These components enabled us to create websites with lazy loading, minified assets, and SEO-optimised content, significantly improving overall performance.

Skills

Languages/Frameworks:

JavaScript (ES6+), TypeScript, Node.js, React.js, Next.js, HTML5, CSS3 (Sass, Modules, Styled Components, Tailwind), Context API, MobX, RESTful APIs, GraphQL

Tools/Testing:

Webpack, Babel, Vite, Gulp, GitHub, Bitbucket, React Testing Library, Jest, Cypress, Datadog, Figma, Storybook, Contentful, GSAP, Azure

Methodologies/Optimisation:

Agile (Scrum, Kanban, CI/CD), performance optimisation (lazy loading, code splitting), Accessibility (WCAG, screen readers)

References

Available on request.

Website Designer · **SoleTrader.com** · Aug 2014 – Oct 2015

- Designed and built responsive Wordpress templates using HTML, CSS, PHP, jQuery. These templates were also used to put through an internal website generator which used these templates to generate personalised websites for small businesses in the UK and the US.
- Another aspect of the role included designing assets for their marketing supplies for their UK and US campaigns; which included brochures, posters, expo stands and partnership advertisements among other items.

Certifications & Courses

Javascript Testing · **Testingjavascript.com** · 2022

Network Security and Risk Management · **Studyhub** · 2022

Ethical Hacking, IT Security and IT Cyber Attacking · **Studyhub** · 2021

Front-End Web Development (HTML, CSS, & Bootstrap) · **Studyhub** · 2020