ANISH JOSHI

{ FRONT END ENGINEER }

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KEY ACHIEVEMENTS

- Increased site speed by 35% across all our fascias.
- Built social proofing A/B test generating £1m in revenue.
- Enhanced UX resulting in 15% increase in revenue per customer.

SKILLSET

⚛ Frontend Frameworks
React, Next.js, TypeScript

🎨 Styling
Tailwind, SCSS, CSS Grid

🌐 Core Technologies
JavaScript (ES6+), HTML5, C#

🔗 APIs
REST, GraphQL

🔨 Build Tools
Webpack, Vite, Git

PROFILE

A naturally ambitious, user-focused Front End Engineer with a strong drive to deliver high-quality, user-friendly digital experiences.

- Experienced in building scalable and performant web applications using modern frameworks like **Next.js**, **React**, and **TypeScript**, along with **Tailwind CSS** and **CSS-in-JS.**
- Proven track record of leading and managing web projects from conception to launch using **Agile methodologies**.
- Strong foundation in core web technologies and **API integration**.

EDUCATION

2009 – 2012
De Montfort University
BA Hons Graphic Design for Interactive Media - 2:1

2007- 2009
Leicester College
BTEC National Diploma for Interactive Media - Triple Merit

2005 – 2007
Longslade Community College
6 GCSE's Grades A - C

Frasers Group
2023 to Present

{ Front End Engineer }

- Built **scalable Next.js components**, improving **site speed by 35%** and **Lighthouse scores** across multiple fascias.
- Implemented dynamic, **API-driven** web components for the new **Sports Direct membership area**, delivering a responsive and **data-rich user experience** tailored to logged-in customers.
- Led **accessibility efforts** resulting in **WCAG 2.1 AA compliance** across multiple fascias.
- Collaborated with **product teams** to deliver a new **mini bag and cart component** across all fascias, enhancing **UX** and driving a **15% increase in revenue per customer**.
- Contributed to **code reviews** to ensure **high code quality, maintainability**, and adherence to **team standards.**
- Worked closely with the **experimentation team** to design and build **A/B tests**, including a **social proofing variant** that generated over **£1 million in incremental revenue** during peak trading periods.

The National Autistic Society
2019 to 2023

{ Lead Front-End Developer }

- Led the **front-end rebuild** of the **National Autistic Society** website, enhancing accessibility and usability for **autistic individuals and their families** across the UK.
- Collaborated with **stakeholders** to design and develop **public facing reusable web components**.
- Working with **back-end developers** to integrate new and existing **components & widgets** across our website.

Pixel Labs
2017 to 2019

{ Lead Front-end Developer }

- Effective project management of workloads in backlog.
- Project updates on progress with all stakeholders throughout the project highlighting any risks or issues at the earliest.
- Mentoring of the mid-level developer including training and sharing best practice.
- Updating web processes ensuring we use latest technologies.

2015 to 2017

{ Front-end Developer }

- Project managing the web builds ensuring the websites are built to web standards.
- Liaising with the Creative Director to ensure the website meets our vision.
- Building websites using SCSS, foundation framework, HTML5 & JavaScript.
- Ensuring websites we build are both aesthetically pleasing and intuitive.

Inbound Marketing
2014 to 2015

{ Front-end Developer }

- Project managing the design and build of each project working to strict time restraints.
- Designing sites that can be accessed by mobile, tablet & desktops and a variety of browsers.

Creare Marketing
2012 to 2014

{ Web Designer }

- Designing, building websites from scratch as well as designing company logos, brochures & flyers.
- Communicating clients via telephone, email and one-to-one on a daily basis.