




ANISH JOSHI

{ FRONT END ENGINEER }

 www.anishjoshi.co.uk
 anishjoshi123@hotmail.com
 07846004199

KEY ACHIEVEMENTS

- Increased **site speed** by **35%** across all our fascias including **Sports Direct, House of Frasers & Flannels**.
- 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#, Shopify

APIs

REST, GraphQL

Build Tools

Webpack, Vite, Git

Unit Testing

Jest, Cypress, Playwright

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**.
- Proven track record of leading and managing web projects from conception to launch using **Agile methodologies**.
- Strong foundation in core web technologies and **API integrations**.

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 }

- Developed scalable, reusable **React and Next.js component libraries** integrated with Amplience (headless CMS) across **Sports Direct, House of Fraser, and Flannels**.
- Developed **API-driven, UI-first components** for the Sports Direct membership portal, delivering a performant, data-rich, and responsive experience tailored to authenticated users.
- Led the development and rollout of a **shared cart and mini-bag component system** across multiple brands, ensuring consistency, performance, and maintainability through **TypeScript, Tailwind,** and **design-aligned standards**.
- Worked directly with product design and engineering to evolve and enforce **UI component standards**, accessibility requirements, and design system cohesion across teams.
- Contributed to **code reviews** to ensure **high code quality, maintainability,** and adherence to **team standards**.
- Worked closely with **product design** to ensure UI consistency, accessibility, and component standardisation, aligning with modern **UX principles**.

The National
Autistic Society
2019 to 2023

{ Senior 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**.
- Shopify 2.0 Integration** with the donation platform.
- Led **accessibility efforts** resulting in **WCAG 2.1 AA compliance** across multiple fascias.

Pixel Labs
2017 to 2019

{ Senior 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 }

- 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.