

# ANISH JOSHI

## { FRONT END ENGINEER }

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## 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.