

# Jeremiah Haastrup

Front-End Engineer

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## Profile Summary

Experienced Front-End Engineer specialised in building high-performance, user-orientated web applications. Dedicated to exceeding client expectations and ensuring their complete satisfaction with the final product or service delivered. Eager to contribute my diverse skill set and innovative ideas to drive conversion and engagement in a collaborative team environment.

## Technical Skills

JavaScript | HTML5 | CSS3 | React.js | Redux | Next.js | TypeScript | Node.js | Express.js | MongoDB | MySQL | TailwindCSS | jQuery | Bootstrap | Git | Webpack | Cypress | Jest

## Professional Skills

UX/UI Design | Figma | Performance Optimisation | Search Engine Optimisation (SEO) | Responsive Web Design | Project Management | Agile Methodologies | Cross-Browser Compatibility | Collaboration | Problem-Solving

## Experience

### Front-End Engineer, Freelance

London, UK | 2022 – Present

- Strategically designed UX based on client specifications and extensive market research, resulting in a 25% increase in conversion rates and a 40% improvement in overall user experiences.
- Crafted and rigorously tested UI, page layouts, and optimised graphics, images, and motion graphics for 3 high-performance websites, ensuring strict adherence to cross-browser compatibility and web formatting standards.
- Collaborated with Front-End and Back-End developers to develop an innovative application aimed at enhancing website content readability.
- Implemented SEO best strategies, resulting in a 40% increase in organic user interactions and expanding website accessibility across a wider range of search engines.
- Significantly improved web performance by optimising web components and building processes, achieving a 60% enhancement.
- Designed and fine-tuned screens and functionalities to deliver captivating content, whilst rigorously testing the UI across multiple devices.
- Developed APIs and seamless system integrations to facilitate smooth communication between systems, enhancing overall functionality.
- Conducted comprehensive bug analysis and rectified issues spanning extensive lines of code.

## Certifications

Web Design Programme – Wordpress | [ACE Design & Education \(Princes' Trust\)](#) | 2023

JavaScript Algorithms & Data Structures | [FreeCodeCamp](#) | 2022

## Education

M.Sc Molecular Medicine | University of Essex | [Colchester, UK](#) | 2020 – 2021

B.Sc Biomedical Science | University of Essex | [Colchester, UK](#) | 2016 – 2019

## Projects

### Contrast Ratio Calculator (2023)

- Collaborated with a team of skilled developers to craft an application designed to enhance the readability of your website content.
- Our innovative solution assesses text legibility by meticulously analysing the contrast ratio between foreground and background colours.
- Evaluation ensures alignment with the rigorous accessibility standards set forth by the W3C, guaranteeing a user-friendly and inclusive online experience for future websites.

### Fashion Designer Portfolio Website (2023)

- Launched Next.js & TypeScript fashion designer portfolio website with prototype UX designs showcasing user flows, interactions and visual aesthetics
- Utilised Figma and thorough research methodologies to apply UX design principles, enhancing user orientation and overall experience.
- Revamped website aesthetics with TailwindCSS, enhancing user experience and driving a 30% increase in average session duration and a 20% boost in click-through rates.
- Established a server for seamless integration of reCAPTCHA v2 for email verification and enquiry processing.
- Crafted an aesthetically pleasing navigation bar to showcase the client's portfolio and collections construction.

### E-commerce Store (2023)

- Currently developing an E-commerce Store, alongside an E-commerce Admin Dashboard & CMS.
- Employed Figma for UX design and executed it meticulously with TailwindCSS and Framer Motion, prioritising user experience optimisation.
- Facilitated easy content customisation through the Admin Dashboard & CMS, granting store owners flexibility in managing their online stores.

### E-commerce Admin Dashboard & CMS (2023)

- Developing an ongoing E-commerce Admin Dashboard designed as a Content Management System for Next.js-based E-commerce stores.
- Integrated Clerk Authentication to ensure secure sign-in/sign-up functionality for dashboard access.
- Utilised Shadcn/ui to create customisable modals and components, enhancing the overall user experience.
- Leveraged MySQL, PlanetScale, and Prisma for efficient storage and management of crucial store information, such as shop names and product details.
- Implemented a user-friendly feature for opening and closing stores, empowering store owners with better control over their businesses.
- Enabled easy customisation and management of categories, pricing, images, and text/titles on websites, giving store owners the flexibility to oversee their online stores.
- Designed and implemented informative graphs displaying revenue, order data, and sales insights to provide valuable business performance insights to clients.
- Introduced a customisable dark/light theme that automatically adapts to the user's browser preferences.