

_Alice West

Junior front-end software engineer focused on building pixel-perfect, reusable components, with a flair for server-side logic and APIs. Proficient in Typescript and Python, I leverage a background in branding, design and marketing to bridge the technical 'how,' the strategic 'what,' and the user-centric 'why' in projects.

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_Relevant Experience

Software Engineer [Intern] · [DataCamp](#) [↗] Jun 23 - Sep 23

- ▶ As a Software Engineer at DataCamp, a SaaS company, I collaborated within an agile and scrum framework, building and refactoring the code base, maintaining technical documentation, and actively participating in team discussions.
- ▶ Contributed to the Organic Growth Engineering team's daily objectives by resolving tickets related to SEO initiatives, new product development, enhancing marketing teams efficiency, expanding our product offerings, and resolving bugs.
- ▶ Contributed to two hackathons, building an audio-to-text translation program in Python with OpenAI/Whisper API and built Typescript-based UI components with StoryBook following the ATOM design methodology.
- ▶ Led the refactoring of card components, conducting investigations, omitting code smells, developing StoryBook components, and integrating DataCamp's UI library.
- ▶ Improved the acceptance review process by designing a new Circle-CI workflow for publishing beta NPM library versions.
- ▶ Recognised for my proactive approach, actively engaging in problem-solving discussions, effective communication, self-initiative, and following instructions.

_Training

Front End Development & Software Engineer [Bootcamps]

[EdX](#) [↗] & [HyperionDev](#) [↗] Dec 22 - Apr 23

- ▶ Proficient in key front-end development technologies, showcasing expertise through coding challenges and group projects during a 16-week intensive bootcamp learning JavaScript, Node, React, and Git.
- ▶ Acquired essential software engineering skills in Python, excelling in data structures, intro to methodologies, and built efficient programs, achieving 100% completeness, efficiency, style, and documentation for all projects.

_Previous Experience

Head of Brand & Comms · [Tileyard London](#) [↗] Feb 2021 - Dec 2022

- ▶ Led the brand unification initiatives and enhanced the creative community's overall experience, managing a team of three and driving collaboration across multiple departments.
- ▶ Strategised and executed brand initiatives to rejuvenate communication and community events.
- ▶ Shaped brand identity for new service, TYX - Content Creation Studios.
- ▶ Brand guardian and designer, responsible for creating all marketing materials.

_Skills

Programming Languages

Typescript, Javascript, Python, HTML, CSS, Sass

Libraries & Frameworks

React, Next.js, Emotion, MUI, Tailwind

Tools & Platforms

Git, GitHub, Netlify, Jest, Storybook, Figma, Adobe Suite, WordPress

_Selected Project

[NexCent](#) [↗]

A mock landing page with a strong focus on creating flawlessly rendered and reusable UI components, following the ATOM methodology.

[Bud](#) [↗]

Designed and developed a plant dating app that interacts with an API, dynamically rendering results based on user interactions.

_Education

Software Engineering Bootcamp

[HyperionDev](#) · Dec 22 - Apr 23

Front End Developer Bootcamp

[EdX](#) · Dec 22 - Apr 23

Strategic Branding Identity & Brand Experience

Short Course [UAL St Martin's](#) · Jul 21

Cert. Professional Marketing

[Merit] [CIM](#) · Sep 15 - Jun 16

Visual Communication FDA

[2:1] [B'mouth Uni](#) · Sep 10 - Jun 12