

Detail-oriented and creative professional transitioning into tech with a strong foundation in frontend development, currently completing a Level 5 Diploma in Web Application Development. With over 14 years of experience in retail and customer service, and recent experience as a full-time carer, I bring exceptional communications, problem-solving, and multitasking skills. Passionate about building accessible, engaging web experiences and eager to contribute to innovative teams in the tech space.

## Employment History

### **Independent Care Role, 2019**

- Present

London, UK

- Managed complex schedules and care related responsibilities requiring high levels of organisation adaptability, and self-direction.
- Developed strong multitasking, time management, and problem-solving abilities in a high-responsibility setting.
- Balanced demanding responsibilities while independently completing professional development in web development and business.
- Demonstrated resilience and consistency in a dynamic, need-driven environment.
- Maintained a structured, supportive setting while driving progress in learning and engagement outcomes.

### **Freelance Web Developer,**

#### **Malik's Organics, 2021 - 2024**

Remote, UK

- Designed and maintained Shopify site for Malik's Organics, enhancing user experience and sales.
- Customised themes with HTML, CSS, Liquid for responsive, user-friendly storefront.
- Managed content updates, product listings and branding for cohesive brand aesthetics.
- Collaborated with founder to optimise user journey and consistent brand aesthetics.
- Improved site functionality, leading to a measurable increase in customer engagement.
- Implemented SEO strategies that increased organic traffics, driving noticeable results in lead generation for clients.
- Coordinated with graphic designers and content creators to deliver cohesive web solutions, fostering seamless project execution.
- Analysed feedback to refine website functionality, resulting in marked gains in usability and client retention.
- Provided ongoing technical support to client, ensuring smooth website operations and strengthening long-term relationships.
- Designed and implemented product displays, store layouts, and creative visual concepts to enhance customer experience.
- Conducted research and analysis to guide space optimisation and presentation strategies.
- Collaborated cross-functionally to meet brand standards and marketing objectives.
- Contributed to turning a failing store into a £5 million pound success, coordinating its expansion into a unit 5x its original size.
- Directed large-scale floor changes while adhering to budget and brand guidelines.
- Delivered top-notch customer service, enhancing store sales and customer satisfaction.

### **Visual Merchandiser,**

#### **Adidas, 2013 - 2019**

London, UK

### **Retail Professional,**

#### **Adidas, 2010 – 2013**

London, UK

**Supervisor, Millies Cookies & Coffee Shop, 2008 – 2011**

London, UK

- Efficiently managed transactions and inquiries, ensuring smooth store operations.
- Maintained store aesthetics and inventory, contributing to sales goals achievement.
- Orchestrated in-store promotional events, fostering teamwork among staff to maximise customer engagement and drive sales growth.
- Analysed customer feedback to identify service challenges, leading to actionable improvements that enhanced customer satisfaction and loyalty.
- Provided continuous training and mentorship to new team members, cultivating a positive work environment and promoting shared success.
- Managed front-of-house, boosting team efficiency and customer satisfaction.
- Directed daily operations, ensuring smooth cash handling and staff coordination.
- Streamlined daily operations, enhancing team efficiency and leading to noticeable improvements in customer service ratings.
- Fostered a positive team environment by mentoring staff, resulting in lower turnover rates and improved overall morale.
- Monitored sales trends to adjust inventory levels, ensuring optimal stock availability and reducing waste significantly.
- Maintained accurate financial records and reconciled daily transactions, upholding compliance with corporate standards.
- Dedicated to enhancing customer experiences through personalised service and engaging interactions.
- Orchestrated daily operations to ensure efficient cash handling, resulting in enhanced accuracy and reduced discrepancies.
- Managed high-volume calls, resolving issues efficiently and enhancing customer service.
- Built customer trust through professionalism, leading to increased loyalty and retention.
- Utilised problem-solving skills to address technical issues, ensuring seamless customer experiences.
- Resolved customer complaints through effective communication, enhancing satisfaction and fostering long-term loyalty.

**Call Centre Agent, Ladbrokes, 2005 – 2008**

London, UK

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## Education

### Level 5 Diploma in Web Applications Development

Code Institute, UK, April 2025 – Present

### Level 2 Certificate in Creating a Business Start-Up

Learning Curve, UK, Nov 2024 – Jan 2025

### Certificate in Responsive Web Development

freecodecamp, UK, Nov 2024 – Dec 2024

### Diploma in Interior Design

Oxford Home Study Centre, UK, 2024

### Bachelor of Science (Bsc) Computer Science (Games Programming)

Kingston University, London UK, 2008 - 2012

Skills

HTML5 & Semantic Markup

Bootstrap

Virtual Studio Code

User Flows & Planning

Figma

GitHub Pages

Project Planning

Adaptability

Critical Thinking

CSS3 + Flexbox/Grid

Responsive Design

UX Principles & Processes

Design Systems

Canva

Notion

Self-Learning

Attention to Detail

Effective Communication

JavaScript

Git & GitHub

Wireframing & Mockups

Accessibility Awareness

Adobe Creative Cloud

Agile

Time Management

Creative Problem Solving

Team Collaboration

Links

[LinkedIn](#)

[Portfolio](#)