

# Alex Pamphilon

Front End Developer

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## Experience

Nov 2017 – Apr 2023

### Head of Front End Engineering, Airtime Rewards

- Tech stack: React, React Native, Next.js, Ant Design, Jest, React Testing Library, styled-components, SCSS, BEM, Netlify.
- Joined as sole Front End Developer in 2017, promoted to Lead Front End Developer in 2018 and Head of Front End Engineering in 2022.
- Responsible for managing a team of 7 developers.
- Planned and led development of:
  - Mobile applications for Airtime Rewards and The Sun using React Native.
  - Web applications for My O2 and My EE using React.
  - An internal dashboard using React and Ant Design.
- Partnered with northcoders.com for recruiting junior engineers and supporting apprentices.
- Played a key role in selecting a secure, scalable and developer-friendly technical stack.
- Implemented standardised testing practices using tools like Jest and React Testing Library.
- Served as Scrum Master, overseeing Scrum and Agile processes.
- Introduced and managed SDLC process, including GitLab pipelines for CI/CD.
- Advocated for software development principles like TDD, pair programming, and the "Clean Code" philosophy.
- Regularly communicated with external stakeholders, including C-suite and board members in order to deliver business goals.

Feb 2021 – Jul 2021

### One half of One Way Road To Beer . com

- Tech stack: React, styled-components, Netlify.
- Developed and launched the viral website [onewayroadtobeer.com](http://onewayroadtobeer.com).
- Reached 1 million views in just 5 days, totalling 3 million users / 7.4 million views in less than 3 months.
- Featured on The Chris Evans Breakfast Show, BBC News, Sky News, and The Sunday Times.
- Sole technical lead responsible for: development, hosting and providing analytics to sponsors such as Beavertown Brewery.

Jun 2017 – Aug 2017

Dec 2016 – Feb 2017

### WordPress Developer, LDA (Contract)

- Tech stack: WordPress, PHP, jQuery, SCSS.
- Worked alongside a designer to build the Coleg Cambria website.

Oct 2014 – Dec 2016

## WordPress Developer, Gooey Creative

- Developed over 20 WordPress websites for various clients, including Mamas & Papas and Raleigh.

### Skills/Tech Stack

React / Next.js  
React Native  
styled-components  
Tailwind CSS  
BEM  
SCSS  
Jest / React Testing Library  
TypeScript

Sitemaping / Wireframing  
Figma  
Webflow Development  
Google Analytics  
Project Management  
Project Estimation  
REST API integration  
Responsive Web Design

Notion  
Team Leadership  
Coaching  
Landing Pages  
Netlify  
Firebase  
Git

### Certifications

Mar 2021

#### **The Principal Dev** (<https://principal.dev>)

The Principal Dev is a two-day certification masterclass for tech leads. aimed at developing the skills that every successful, effective, and trusted software development leader needs.

### References

Available upon request or via LinkedIn (<https://www.linkedin.com/in/apamphilon>).