Aury Silva

Frontend Developer (UI/UX)
With 4+ years in email development

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PERSONAL SUMMARY

With over five years of experience in front-end development, I am passionate about creating exceptional digital experiences. Skilled in crafting visually stunning and user-friendly websites, UI components, and HTML email templates, I leverage the power of front-end technologies to elevate user experience (UX) to new heights. With a degree in BA in Digital Design and a track record of remote work under minimal supervision, I have successfully contributed to numerous project developments. Continually striving to learn new programming skills and languages. Find my portfolio at www.aurysilva.co.uk/portfolio-items

WHAT HAVE I BEEN DOING (Fullstack progression)?

Since December 2023, I've taken on a few freelance projects while focusing on deepening my backend knowledge. As a result, I am currently developing a web-based CRM system using React.js, Node.js/Express, and MongoDB. Aimed at managing contacts, creating and tracking email campaigns using Sendgrid, Invoicing/Accounting, creating/updating plain HTML templates and Unlayer Editor. The system makes good use of user authentication using JWT, hooks and services for API endpoints, react hook forms and much more.

KEY SKILLS AND COMPETENCIES

Development & Tooling: Node JS, MongoDB, Express, JWT, HTML, CSS/SCSS, JavaScript, jQuery, API, GraphQL, Grunt, Gulp, Webpack, ESlint, NPM/Yarn, Styled component, MySQL, Shopify liquid, Ruby, PHP, Laravel

Frameworks: React JS & TS, Bootstrap, Tailwind CSS, Material-UI

Content Managing Systems: Kentico, Umbraco, WordPress (ACF, WooCommerce), Shopify, Drupal, Magento, 11ty

CRM (Marketing): Marketo, Salesforce, HubSpot, Adestra, Klaviyo

Tools & Software: Azure DevOps, IIS, Storybook, Jira, Git, GitKraken, Bitbucket, Lambda Test, ClickUp, Adobe Suite, Figma, MJML, HubSpot, Email on Acid, Litmus, SEO (AdWords, Analytics, Search Console, ahrefs), Salesforce Pardot, Responsys, Instapages, Unbounce

RECENT PROJECTS

➢ **Learning People** (React TS) - Click here to view

  During my tenure at Net Construct, I was tasked with developing and amending many different UI components. This is a React TypeScript website using styled components for its front end and C# (Umbraco) for the back end.

➢ **The Royal College of Radiologists** (React TS) - Click here to view

  A React TypeScript website which uses styled-components. As a member of the UI team, my primary responsibilities involved addressing various amendments outlined in the Jira board. Upon completion of these tasks, I facilitated deployment through Azure DevOps and conducted thorough testing through Lambda Test and Storybook.

➤ **Eastern Procurement Limited (BENCHMARK & COMMISSION)** (React TS) **-** [Click here to view](#)

During a three-month contract, while working for InnerShed, I assumed sole responsibility for developing the entire front end while collaborating closely with back-end developers.
- React TypeScript, Font-icons, HTML, CSS, Form validations

➤ **Essential Living -** (Kentico) **-** [Click here to view](#)

London-based property developer, Essential Living, was looking for an agency to support their re-platform and help them create a website that would support their business goals.
- Kentico CMS (backend), C#, React TypeScript, Styled-components, React Icons, APIs
- Creating new components
- Using storybook to test components
- Using the Lambda Test to test for accessibility across different browsers and devices

➤ **Extra Web Solutions** (WordPress) **-** [Click here to view](#)

A compact yet powerful project developed by me which serves as part of my freelancing venture. This is a fully hand-coded custom WordPress website developed using:
- WordPress (CMS), PHP, HTML, CSS/SCSS, Bootstrap 5, ACF, JavaScript, jQuery, Owl Carousel

WORK EXPERIENCE_____   _____

➤ **Frontend UI Engineer** at **NetConstruct** (Development agency) **–** *Jun 2023 – Dec 2023*

With over 50+ employees, NetConstruct is an IDHL Connected Agency, that works with ambitious clients, engineering their websites to deliver digital services that enhance customer experience. While at NetConstruct I had the opportunity to fully enhance my React skills within different projects due to the versatility of their clientele.
As part of the UI team my tasks involved:
- Supporting senior developers with new developments from start to finish by developing new components using styled components on React Typescript
- Using Storybook to preview and test components
- Create mock APIs in JSON and GraphQL format to manipulate how the backend developers will pass the data
- Testing the components for compatibility using the Lamba Test
- Using Git/GitKraken to collaborate with other developers and execute deployments via Azure DevOps
- Working on Jira board tickets and once completed changing its status
- Supporting the Help Desk team with the workload by working on the logged tickets and updating the clients accordingly
- Contributed to build tools and task runners using Node.js along with Gulp or Grunt to automate tasks like minification, concatenation, and compilation of front-end assets such as JavaScript files, CSS files, and images
- Using C#, made backend changes such as creating new fields and sections within Kentico and Umbraco CMS
- Setting up sites locally using IIS for testing, amends and debugging purposes
- Supported senior developers with the creation of new components using Reach TypeScript

➤ **Frontend** and **Email Developer** at **Really B2B** (Award-Winning Marketing Agency) **–** *Sep 2021 – Dec 2023*
- Develop microsites, landing pages, quizzes, and email templates using HTML, CSS, JavaScript and jQuery for different shareholders such as Nespresso, Bottomline, Travelodge, Arden University, British Gas etc.
- Managing multiple company's group (Centaur) WordPress websites as well as creating custom websites In WordPress using ACF and HubSpot
- Working alongside the designers and the MA team to develop HTML email master templates for different CRM platforms such as Marketo, Salesforce (Pardot), Adestra, Oracle Responsys, and HubSpot

- Execute rendering tests using Email on Acid, and Litmus
- Working closely with the client service team to develop interactive quizzes based on campaign goals
- Develop Marketo hand-coded HTML landing pages
- Built and set up email campaigns in Marketo and Adestra CRMs

➢ **Frontend Developer** at **AGN (African Global Networking) –** *Sep 2019 – Sep 2021*

- while studying at the University of Hull, I had the opportunity to work on a part-time basis as a Frontend Developer alongside Backend Developers to implement changes to a React JS web application. I spend most of my time creating and styling components.

➢ **SEO Technician** at **Teal & Mackrill –** *July 2015 – February 2017*

- Working simultaneously with three e-commerce websites to improve search engine rankings including but not exclusive to keyword research, article marketing, URL re-writes, on-site optimisation, social media optimisation, backlinks, internal links, and website structure.
- Posting and amending product descriptions and articles
- Creating quarterly and monthly reports by using Google Analytics, and Search Console

➢ **Front End Developer** at **Avert** *– October 2014 – July 2015*

A website with just over 3 million visitors a month

- Managing the Drupal Content Management System by keeping the security and modules up to date
- Designing, developing, and updating new web pages, forms, and popups
- Cross-browser compatibility testing, as well as fixing errors, encountered.
- Providing PPC training on Google AdWords to the fundraising team and keeping it in check.
- Monitoring search engine rankings, and indexation and solving any related problems (*URL re-writes, and content updates*)

COMMUNICATIONS

Fluent in speaking and writing - **English** and **Portuguese**

QUALIFICATIONS

Qualification	Place	Date
BA Digital Design	University of Hull	2017 – 2021
Certified Web Developer	Codecademy	2015 – 2015
Learn PHP and jQuery	Codecademy	2014 – 2014
Pathway (Progression to Business)	Hull College	2012 – 2013

REFERENCES

Available upon request