RooCruit

Johannesburg, South Africa

THEODORE

Senior Front-End Developer & UI/UX Specialist

Professional Summary

A highly experienced, multi-disciplined web veteran and Design "All-Rounder" with over 22 years of expertise spanning Web Design, Front-End Development (UI), and Interface Design. Proven track record of working with large-scale corporate web teams to deliver "pixel-perfect" conversions from design to code within modern Agile environments. Strong technical and creative versatility allows for end-to-end solutions in eCommerce, mobile interfaces, and complex software GUI development.

Key Skills

- **Languages:** HTML5, CSS3 (Flex/Grid), PHP, JavaScript, jQuery, XML, XAML
- **Frameworks:** React, Bootstrap, ASP.Net C# (Razor), Smarty
- **Design Tools:** Figma, Zeplin, Corel Suite (Vector/Raster), Adobe Suite
- **CMS/eCommerce:** WordPress, Joomla, Drupal, Magento, Thirty Bees
- **UI/UX:** Mobile-first Responsive Design, SVG Animation, Wireframing
- **Technical:** SEO, Web Tracking (GTM/GA), Browser Compatibility Expert
- **DevOps:** VS Code, IntelliJ, Azure DevOps, JIRA, Cloudflare
- **Soft Skills:** Team Leadership (Local/Offshore), Mentoring, Agile/Scrum

Professional Experience

Front-End Developer Manager / Senior Front-End Developer

May 2021 – Present

Major South African Insurance Corporation

- Promoted to Manager in 2022, acting as custodian for the front-end presentation layer of primary web properties and customer self-service portals.

- Bridged the gap between UX and Development departments by coding pixel-perfect replicas from Figma/Zeplin into React and ASP.Net environments.

- Managed task breakdowns, code reviews (PRs), and mentored developers on modern standards and responsive implementation.

- Lead technical feasibility research for new international site launches, selecting frameworks and developing core style templates.

- Optimized site performance using advanced preloading and prefetch techniques.

Senior Web Master / Front-End Developer   July 2018 – April 2021

Leading International Business Solutions Group

- Managed a portfolio of 14 websites across South Africa and the UK, overseeing platform security, server optimization, and daily maintenance.

- Successfully spearheaded the migration of a flagship 570-page online store, maintaining strict SEO rankings while moving from legacy WordPress to a modern eCommerce platform.

- Built custom "Product Maker" templates to facilitate bulk creation of over 500 products via dynamic CSV imports.

- Developed multiple lead-generation sites using Joomla/VirtueMart with custom Lightbox enquiry integration.

Senior UX/UI Web Designer & Front-End Developer   Nov 2013 – 2018

Tier-1 Financial Services & Wealth Management Firm

- Lead UI/UX refresh for major legacy web applications used by thousands of members including top-tier corporate clients.

- Modernized systems from the 90s to modern web standards using CSS3, jQuery, and HTML5 while maintaining compatibility for legacy browsers.

- Coordinated and managed an offshore development team in India, ensuring technical specifications were developer-ready.

- Developed custom jQuery components to replace incompatible third-party libraries within the JSF/JSP environment.

Senior Web Master / Front-End Developer   Nov 2011 – Aug 2013

Regional Media & Music Streaming Group

- Custodian of web properties for the region's first music streaming service and major mobile competition providers.
- Built and maintained large-scale Magento stores and Joomla-based corporate identity sites.
- Developed custom newsletters and marketing campaigns for four major subsidiary companies.

Web Master Assistant / UI Designer   **April 2008 – Feb 2011**

National Airline & E-commerce Retailer

- Served as an integral part of the web team for SA's largest online retailer at the time.
- Head Interface/Graphic Designer for the EFB Cockpit application used by commercial pilots.
- Managed three full site-wide rebrandings and daily staging environment deployments.

Education & Certifications

- **Linden High School:** Matriculated (1999)
- **Computer Training Institute (Sandton):** PHP & MySQL Development (2006)
- **New Horizons Computer Training College:** CompTIA A+, N+ (Network Support), and MCSE Course Completion (2000)
- **Self-Taught Specialist:** Over 20 years of real-world experience in Graphic, Web, and Software Design.

Languages

English (Fluent), Afrikaans (Fluent)