

# TASHA ROLLAND AARONS

Frontend Engineer | UI/UX Specialist | London

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## SUMMARY

Creative and user-focused Frontend Engineer with strong experience across the stack, designing and developing scalable, responsive and accessible web applications. I turn complex business needs and design concepts into seamless, visually engaging user experiences. At Bordeaux Index, I overhauled their e-commerce checkout, working closely with backend engineers to rebuild the UI and improve performance, which drove a 33% uplift in conversion within eight months. I also redesigned key areas of LiveTrade, their real-time trading platform and built a dynamic portfolio view that enabled traders to track their holdings more intuitively.

My expertise lies in crafting high-performing, data-driven UIs using JavaScript, TypeScript, PHP, React and CSS with a passion for clean, reusable code. I'm ambitious to continue to grow into a Full Stack role, contributing across the stack while building high-quality products with great teams, tools and technology.

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## TECHNICAL SKILLS

### Languages & Frameworks:

JavaScript, PHP (Laravel, Zend), React, TypeScript, HTML/HTML5, CSS/SASS, CSS Modules, Node.js, ExpressJS, Next.js, Bootstrap, TailwindCSS, Java, Spring Boot, React Native.

### UI/UX Design:

Figma, Adobe Creative Suite, Sketch, Canva, Invision, Balsamiq.

### Tools:

VS Code, Git, GitHub, CoPilot, GitLab, Azure DevOps, Xcode, Android Studio, Cursor, JIRA, NPM, NVM, Vite, Webpack, Babel, Postman.

### CMS & SEO:

Craft CMS, Contentful, WordPress, SharePoint, Drupal, Magento, Lima (in-house), Google Analytics, GTM, Google Search Console, Moz.

### Technical:

RESTful APIs, JSON, XML, MySQL, Sentry, Datadog, CI/CD, Docker, Agile Methodologies, Payment Systems, (Adyen, Stripe, WorldPay).

### Testing & Accessibility:

BrowserStack, Lighthouse, Jest/Vitest Unit Testing, A/B testing, Cross-device testing, WCAG 2.1 AA, ARIA and semantic HTML.

### Cloud:

AWS, Azure, Azure AD B2C, Cloudflare, Vercel, Netlify.

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## EXPERIENCE

### Frontend Software Engineer, **ETV (FTC) : London**

OCT 2025 – JAN 2026

- Expanded and maintained JavaScript and TypeScript based test and conformance tooling used by manufacturers and test engineers to validate Freely compatibility on TV devices.
  - Worked on the Accessible TV Guide (ATVG) project, contributing to Frontend functionality and UI styling to support accessibility requirements.
  - Successfully distributed production releases for ATVG-related work, following internal release and QA processes.
  - Set up and configured a physical TV development environment, including device profiles and integration with TaCO, enabling local testing.
  - Collaborated with Frontend, QA and Product teams within an agile workflow, participating in code reviews, sprint planning and backlog refinement.
  - Produced technical documentation to support team knowledge sharing and onboarding.
  - Worked within a Linux (WSL Ubuntu) development environment, adapting to project-specific tooling and processes.
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### Frontend Engineer, **Bordeaux Index : London**

SEPT 2020 – MAR 2025

- Engineered a scalable component library and design system, improving development efficiency and ensuring maintainability across multiple products.
  - Gained exposure to Java during early-stage API migration from Laravel, quickly adapting to new backend paradigms and contributing to initial development efforts.
  - Redesigned and implemented a high-conversion checkout using PHP (Laravel), JavaScript and SASS, improving user flow and increasing conversion by +33% post-launch.
  - Developed a real-time, event-driven portfolio dashboard, enabling traders and investors to monitor asset holdings and performance via secure APIs and asynchronous data updates.
  - Integrated Craft CMS headlessly via a custom API, cutting developer involvement in content changes and enabling the marketing team to self-manage.
  - Overhauled the LiveTrade UI/UX, simplified trade execution, improved performance and enhanced real-time market visibility.
  - Contributed to REST API design and integration, ensuring reliability, maintainability and clean abstractions for scalable architecture.
  - Collaborated closely with product managers and backend engineers to define requirements, make architectural trade-offs and deliver business-aligned solutions.
  - Mentored junior developers and led code reviews, raising engineering standards and fostering a culture of collaboration and quality.
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### Frontend Developer, **Ernst & Young LLP (FTC) : London**

JAN 2019 – SEPT 2020

- Delivered front-end features and BAU updates for a large-scale CRM programme, collaborating daily with cross-functional teams.
- Redeveloped SharePoint applications in AngularJS, improving load speed and modernising the user experience.
- Worked in an Agile environment, contributing to sprint planning, backlog refinement and regular demos to stakeholders.

- Supported testing and troubleshooting to ensure seamless deployment across browsers and devices.
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### **Frontend Developer, [New Look : London](#)**

**JUNE 2019 – SEP 2019**

- Built and executed A/B tests to enhance conversion rates, leading to a 16% increase in online sales.
  - Standardised the use of ES6 JavaScript across campaigns for improved maintainability.
  - Improved conversion rates through targeted CTAs based on seasonal and regional factors.
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### **Frontend Developer, [Pod Point \(FTC\) : London](#)**

**OCT 2018 – MAY 2019**

- Maintained and enhanced Pod Point's website with interactive features, including the creation of Electric Vehicle Guides, using React and PHP. This saw a 100% increase in user engagement.
  - Utilised Craft CMS with Twig to build maintainable templates, reducing developer workload by enabling content updates to be handled by non-technical teams.
  - Contributed to frontend enhancements for Pod Point's mobile app, optimising UI/UX for both iOS and Android platforms.
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### **Frontend Developer, [Questor Insurance : Maidstone](#)**

**APR 2018 – OCT 2018**

- Migrated Questor's web platform from a Multi-Page Application to a Single Page Application (SPA) using React, significantly improving performance and scalability.
  - Preserved and upheld an external client's WordPress website, implementing content updates, styling improvements and SEO optimisations.
  - Worked together with the marketing team to optimise web solutions, ensuring faster load times and an improved user experience.
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### **Frontend Developer, [WatchFinder : Maidstone](#)**

**FEB 2017 – FEB 2018**

- Transitioned WatchFinder's website from CSS to SASS, enhancing maintainability and reducing load times.
  - Regularly set up A/B tests to experiment with different page variations, collecting user interaction data to identify the most effective UX/UI and improve conversion rates.
  - Rebuilt the in-house AngularJS kiosk application to be fully responsive.
  - Collaborated on various PPC campaigns from design through to deployment, ensuring effective performance tracking and increased user engagement.
  - Worked within an Agile environment, gaining exposure to Microsoft's .NET framework and RESTful APIs.
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### **CSS Developer, [G-Forces : Maidstone](#)**

**APR 2016 – FEB 2017**

- Converted Photoshop designs into interactive automotive websites.
  - Migrated legacy Drupal sites into the Net Director 360 platform, improving maintainability and aligning with company standards.
  - Built responsive web solutions using Net Director 360, an in-house CMS platform, ensuring cross-browser compatibility and performance, utilising HTML & CSS.
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## **Web Developer, [KoreSupport Ltd : Kings Hill](#)**

**NOV 2014 – APR 2016**

- Designed and developed custom WordPress themes for multiple in-house and client brands, including KoreSupport's corporate site and our sister company AloneStaff.
  - Built bespoke client sites in WordPress for a diverse portfolio, from home improvement to wildlife management, ensuring responsive, SEO-friendly and accessible design.
  - Implemented plugin solutions for functionality such as booking forms, contact systems and e-commerce features for WordPress sites.
  - I upgraded my knowledge of backend development, particularly with PHP, Python and MySQL, through ongoing client and internal projects.
  - Conducted SEO training via Moz platform, learnt how to apply optimisation techniques, ensure all HTML/CSS is semantic, accessible and search engine friendly.
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## **Web Designer/Developer, [Copia Digital : Chatham](#)**

**MAY 2012 – NOV 2014**

- Designed and developed bespoke web applications for clients within the financial services sector, delivering pixel-perfect, responsive user interfaces aligned to brand and business requirements.
  - Collaborated with backend engineers to integrate dynamic financial data feeds and live performance metrics into WordPress applications using custom PHP functionality.
  - Integrated, configured and tested custom WordPress plugins developed by the backend team.
  - Delivered bespoke WordPress websites for clients, including editing and creating custom themes to align with brand guidelines.
  - Implemented interactive data visualisations using D3.js, Chartio and Chartblocks, enabling clear interpretation of financial and market data.
  - Developed and tested responsive HTML email templates, handling cross-client inconsistencies to ensure reliable rendering across major email platforms.
  - Managed end-to-end delivery of frontend features, ensuring high-quality code, performance optimisation and adherence to tight deadlines.
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## **EDUCATION**

### **Mid-Kent College, Oakwood Park**

**[BTEC Level 2 & 3, National Diploma for IT Practitioners](#)**

**SEP 2008 – JUN 2011**

### **Medway Community College**

**[Secondary School](#)**

**SEP 2003 – JUN 2008**

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