

Alex Soar

Frontend Developer

Lichfield, UK

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Right to Work UK

PROFILE

A proactive Frontend Developer with 5+ years of experience specializing in building modern web applications with Vue.js, TypeScript, and custom WordPress solutions. Combines deep expertise in the Vue ecosystem (Pinia, Vue Router) with a strong background in Conversion Rate Optimisation (CRO) and A/B testing. Proven ability to architect reusable component systems, optimise for performance, and develop full-stack tools with Laravel.

TECHNICAL SKILLS

- **Languages:** TypeScript, JavaScript (ES6+), HTML5, CSS3, SCSS, PHP (Laravel)
- **Frameworks & Libraries:** Vue 3 (Composition API), Pinia, Vue Router, React.js, Node.js (Express.js), jQuery.
- **Styling:** Tailwind CSS, Bootstrap, CSS Modules, Framer Motion
- **Backend & CMS:** Laravel, Inertia.js, Shopify (Liquid, CLI), WooCommerce, WordPress, ACF.
- **Build & Version Control:** Vite, Webpack, Git
- **APIs & Testing:** REST API, Axios, A/B Testing (VWO), Puppeteer
- **DevOps & Deployment:** Nginx (SPA Configuration), Docker
- **Methodologies & Practices:** Agile, Scrum, Kanban, Responsive Design, Mobile-First
- **Business:** CRO (Conversion Rate Optimisation), SEO Audits, Google Analytics (GA4)

WORK EXPERIENCE

Go Saresi, Saresi LTD

Cyprus
Remote

07/2025 – Present

Frontend Developer

- Architected and built a large-scale, interactive kiosk application from the ground up using a modern stack including Vue 3 (Composition API), TypeScript, and Vite. Developed a robust, reusable component library that ensured visual consistency and accelerated development speed.
- Engineered a complex, dynamic content filtering system with multi-level categories that asynchronously fetches data from a REST API. Implemented a client-side caching strategy with Pinia that dramatically reduced API calls and improved UI responsiveness during language changes and navigation.
- Developed key kiosk-specific functionalities to ensure a seamless public user experience, including an inactivity timer for automatic session reset and the systematic blocking of external links and context menus to lock users within the application.
- Created highly interactive, touch-friendly UI elements, such as custom draggable content sliders (useDraggable composable), ensuring smooth performance on large touch-screen displays.
- Managed the end-to-end deployment process, configuring Nginx on an Ubuntu server for a Single Page Application, and collaborated with the back-end team to debug and resolve complex issues related to CORS and API rate limiting.

ClickThrough Marketing LTD

UK / Lichfield
Hybrid

10/2024 – 07/2025

Frontend Developer - CRO

- Drove Conversion Rate Optimisation (CRO) efforts by developing and launching A/B tests with VWO and jQuery, creating custom interactive UI components (sliders, multi-step forms, filters) to validate marketing hypotheses and improve user engagement.
- Focused on performance by writing lightweight, reusable code to ensure A/B tests had minimal impact on Core Web Vitals and site loading speed.
- Independently designed and built a full-stack internal dashboard using Laravel with role-based authentication to streamline client and test management workflows.

Saresi LTD

Cyprus
Remote

05/2023 - 05/2024

Frontend Developer

- Played a key role in the frontend development of a new startup, helping take the product from concept to MVP using HTML, CSS (SASS/SCSS), and modern JavaScript.
- Developed a complex, responsive catalogue interface, integrating it with a Laravel (Blade) backend and translating Figma designs into functional code.
- Contributed to improving application performance by optimising image/video loading and refactoring existing functionalities.
- Focused on ensuring a consistent user experience across devices by applying a mobile-first responsive design strategy and fixing cross-browser compatibility issues.

LAMA

Armenia / Yerevan
Hybrid
08/2022 - 05/2023

Frontend Developer - e-Commerce

- Developed and maintained an e-commerce platform built on WooCommerce, customising plugins and creating bespoke landing pages to drive marketing campaigns.
- Enhanced the purchasing funnel by integrating and configuring third-party payment gateways and delivery services, including a complete redesign of the shopping cart workflow.
- Created responsive HTML email templates for marketing automation, ensuring consistent rendering across all major email clients.

Lema.agency

Russia / Moscow
Remote
03/2021 - 08/2022

Frontend Developer

- Developed responsive websites and landing pages for small to medium-sized businesses in a fast-paced agency environment.
- Specialised in building and supporting sites on various CMS platforms, including WordPress, OpenCart, and Bitrix, and creating pixel-perfect HTML/CSS layouts from scratch.

EDUCATION

North-Caucasus Federal University,
International School of Design

BSc (Hons) Finance and Banking
Adobe CS, UX/UI Design