Louise Aldridge - Based in Worthing, UK

Email: louisekaldr@gmail.com | **Portfolio:** https://louise.codes/ |

GitHub: https://github.com/louiseka | **LinkedIn:** https://www.linkedin.com/in/louiseka/

Summary

I'm a front-end developer with experience in eCommerce and digital marketing, combining coding skills with a strong focus on user experience. I work with React, TypeScript, and digital accessibility, and I'm passionate about building websites that are both user-friendly and mission-focused. I'm certified in accessibility and love creating inclusive digital experiences. I'm excited to join a collaborative team where I can keep learning and make a real impact.

Skills

HTML, CSS, JavaScript (ES6 & Async), React.js, React Router, TypeScript, Tailwind, RESTful APIs, Git, GitHub, Jira, Figma, Digital Accessibility, Responsive Design, SEO, Wordpress, Magento, Shopify, Problem Solving, Project Management

I am currently building a Farm Tycoon game, and learning TypeScript.

Experience

Scrimba, The Frontend Developer Career Path
— **May 2024 - December 2024**

- Built multiple solo projects using HTML, CSS, JavaScript, and React.
- Integrated RESTful APIs and implemented mobile-first, responsive design.
- Practiced version control with Git and GitHub.
- Translated Figma designs into pixel-perfect, accessible web pages.
- Maintained a strong focus on accessibility standards across all projects.

AbilityNet
— **Digital Marketing Assistant: June 2022 - May 2024**

- Raised awareness about disability and digital accessibility by creating content for social media, email campaigns, podcast channels, and the charity's website.
- Attended and assisted with digital accessibility conferences and webinars.
- Corrected the HTML and CSS of a new embedded newsletter sign-up form to align with the charity's website styling.

Qvis Lighting and Security
— **eCommerce Team Leader: June 2021 - June 2022**

- Lead a small team focusing on efficient workflows and timely delivery of new content.
- Collaborated with development teams to troubleshoot web app issues based on user feedback and manual testing.
- Managed and resolved website/app related support tickets on the team's service desk.
- Translated wireframe designs into pages on the company's website and app.
- Built and styled new website pages using page builders, HTML, and CSS.
- Redesigned and executed automated email marketing campaigns, improving customer engagement by 22.5%.

— Web Administrator: October 2019 - June 2021

- Managed website content by regularly updating and adding new products, brands, categories, and informative content.
- Revamped transactional HTML emails for enhanced customer engagement and communication.

Projects

Pinpoint
GitHub:https://github.com/louiseka/pinpoint | Live app: https://louiseka.github.io/pinpoint/

A dedicated web app designed to help users track their goals while staying focused and motivated. Built from scratch using React.js, leveraging reusable components, state management, and callback functions.

Portfolio
GitHub: https://github.com/louiseka/portfolio | Live site: https://louise.codes/

A personal portfolio website showcasing my frontend projects, built with React.js and React Router. Features a fully responsive, accessible design and intuitive navigation to highlight project details and code repositories.

Education and Certifications

Certified Professional in Accessibility Core Competencies, IAAP

Issued August 2024 - Certification showcasing my knowledge in disabilities, accessibility, universal design, and related standards, laws, and management strategies.

University of Sussex, Master of Arts - Digital Media

2018 - 2019, Grade: Distinction

University of Chichester, Bachelor of Arts - Media

2014 - 2017, Grade: 2:1