



Hello.

My name is Gavin Kemp. I'm a **product focused** developer specialising in **Frontend Development** with experience in working on multi-lingual large scale web applications.

I graduated from my degree in BSc Interactive Multimedia Design with a First Class Honours from Ulster University in 2017. The course focused on a mix of designing web applications and coding them.

I'm currently living and working in **central London** at the multi-national tech scale up carwow. I have been employed by carwow since October 2017.

I would appreciate it if you could take the time to look at my CV attached and my portfolio on gavin-kemp.com. I'm always open to hearing about **new opportunities** as well as connecting with like-minded people. I look forward to hearing from you.

Regards,
Gavin Kemp

Experience

carwow

October 2017 - present

Frontend Developer

Rails / JavaScript / Elm / SCSS / HAML

A sizeable chunk of my time at carwow has been spent on advancing the frontend architecture across carwow's browser facing applications with a particular focus on performance. For example, initiating and helping to migrate away from a monolithic assets structure via the Rails Assets Pipeline and moving to use Webpack so only the assets needed were loaded on each page. Other performance focused tech initiatives that I have lead are the replacement of our client side validation library and the removal of jQuery as a dependency.

In addition to this I've worked with our design team to help advance our internal design system and develop our style guide website that underpins the majority of the UI you see on carwow today.

In 2019 I designed and developed a crowdfunding landing page that overfunded the target by £2 million, eventually settling at just below £5 million. The role of this landing page was to inform people as to what carwow is, why they should invest and to eventually sign up for a notification for when the crowdfunding officially opened. The sign up data was stored internally and eventually used by our CRM team a few weeks later to send the notifications to the tens of thousands of users who had signed up. During this project I was in constant communication with the marketing team and was reporting directly to the CFO. During the design phase I built multiple designs of the crowdfunding page to be presented to the marketing team and the execs to help demonstrate everything that was possible for the page and to provide a varied set of creative options.

More recently I have been focusing on improving our technical SEO health by improving our Core Web Vital scores and moving the amount of pages being marked as "Good" for page experience according to Google from 50% to 95%. At the time there were over 5,000 pages being indexed for page experience by Google on the UK site alone. This work involved deep diving into understanding how the browser loads assets, identifying the issues by using and understanding, in particular, the performance section of the browsers "dev tools", applying fixes and measuring the effect of changes. Due to the success of this project, carwow's "Page experience" rating on Google is higher than any of our closest competitors (AutoTrader, Cazoo, Cinch) according to publicly available data supplied by Google at the time. Due to this our pages maintained or in some cases increased their position on search engine result pages whereas competitor pages faltered when the algorithm updates were rolled out.

I get great joy when given the chance to use my own initiative to spot opportunity areas in products and pitch to improve them to the business. One example is improving the colour selection step in our car configurator to increase the amount of successful car configurations. Working alongside a designer from another team we ran an A/B test to measure the impact of the changes and saw a positive statistical significance in the changes we had introduced on this particular car configuration step. This was not core work related to either of our teams but we spotted an opportunity and together worked to successfully prove our theory that our changes made colour selection easier for the customer.

Aside from the day to coding and product work I frequently present product demos to the company showing and describing new features or recent changes to carwow's apps. The audience is comprised of a mix of different job roles: marketing, commercial, technical, design and execs. In addition to this, I also educate others on frontend development or on new things I have learnt so that the entire engineering team has the power to do what I do and not just me or the other frontend developers. This can involve educating someone completely outside of a technical role right up to tech leads or even the CTO. I achieve this either through one-to-one pairing, writing publicly available blog posts or through our "tech lunch" platform where the engineering team get together every two weeks to do a show and tell on a particular topic.

AV Browne

June 2015 - June 2016

Placement Frontend Developer

Laravel / JavaScript / SCSS / Vue

For the third year of my degree I undertook a voluntary year out for industrial placement. For this year I worked full time at a well established Belfast based digital agency which had ties with some of the biggest brand names and organisations in the world.

One of the most notable projects that I was involved in was with Kerry Foods. We were developing a thirteen metre long interactive screen for presentational purposes. The entire length of the screen was a full screen browser window. The screen was then "connected" to a touchscreen screen built into the speakers podium which communicated with the bigger version of the screen via WebRTC. The screen involved a complex web of animations and transitions between each of the sections with high levels of interactivity. It was designed to be an educational showcase for those visiting the headquarters such as potential investors. The frontend was built on Vue.

References

I am more than happy to provide references upon request.