

Niall McKenna

Website: nmk.dev

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Location: London

PROFILE

I am highly motivated and enthusiastic with sound communication and interpersonal skills. I am meticulous in my attention to the details and take pride in my work. I have professional experience in a variety of Web Engineering and Design roles spanning 10+ years across Northern Ireland and England. My professional experience includes front end engineering roles at Jet2.com, Net-A-Porter, Stella & Dot, River Island and currently Royal Borough of Greenwich council.

WORK EXPERIENCE

Royal Borough of Greenwich Council, London — *Front End Engineer*

JUNE 2021 - PRESENT

I work in a cross function Digital Product Team where I am the lead front end engineer. Since joining Greenwich council in June 2021 I have helped deliver a variety of different products. I built the UI for a Service Desk web app in Javascript and Handlebars JS. I have built the UI for a reservation calendar used by various services across the council. I also have built multiple microsites in NextJS. I am currently building a React application with a custom API for a council service. As the only Front End Engineer on the Engineering team, I am also helping to steer the design and development of a new design system for the council's digital products.

River Island Tech, London — *Front End Engineer*

JANUARY 2016 - JULY 2020

I had been working with RI Tech (riverisland.com) as a front-end engineer since January 2016. Working within an Agile Optimisation team (part of the wider Product team). As part of the Optimisation team, I helped to deliver a range of customer experiences/user interfaces for customer personalisation and A/B testing & customer experience delivery.

My work involved coding UI and customer experiences for A/B tests to assist the Product team in collecting user data needed to determine how new features on riverisland.com would perform before deploying the feature in a full release on riverisland.com. These features aided the continued improvement and optimisation of the riverisland.com website.

I also coded UI & customer experiences for the purposes of Conversion Rate Optimisation on riverisland.com. Many of these included social proof abandonment layers and urgency messaging on product listing and product display pages on riverisland.com.

All A/B tests, customer experiences and features were coded in Vanilla Javascript and ES6 and Sass working with website JSON data from the Qubit API. Qubit is a Personalisation and A/B testing framework used to deliver multiple customer experiences by injecting as Javascript on riverisland.com.

MY SKILLS

Front-End Development, UI Development, Website Design, Web Optimisation Development, A/B Testing, MVT

MY TECH STACK EXPERIENCE

Vanilla JS, ES6, ReactJS, React-Redux, Redux-Thunk, React-Router, NextJS, Frontity, HandlebarsJS, HTML5, CSS3, SASS, Styled Components, CSS Modules, React Testing Library, Jest, Cypress, Git, NPM, Yarn, Webpack, Babel, AWS, Google Firebase, Heroku, Qubit, Maxymiser, Jira, New Relic, Decibel Insight, Photoshop, Illustrator, Wordpress, Jadu, Drupal

MY WRITING

[Medium.com: @mckenna.niall](https://medium.com/@mckenna.niall)

In January 2020, I joined the Web Apps team where I started work on building a new version of the 'My Account' section of riverisland.com as a ReactJS app.

Stella & Dot, London — Front End Engineer – Web Content

MAY 2013 - DECEMBER 2015

Working in the London office serving the UK and European businesses, where I led the UK/EU Web Production team.

My responsibilities included managing all front end development projects for 4 independent websites, including the launch of both stelladot.ie & stella.fr. I coded all landing pages & micro sites in HTML, CSS & Javascript for Magento and Drupal CMS. I also coded A/B tests in Javascript for the Optimizely A/B testing platform.

As well as managing the front end development projects, I was responsible for coding all HTML marketing emails going out weekly to all 4 UK & European websites users.

Net-A-Porter, London — Front End Engineer – Web Production

JANUARY 2012 - MAY 2013

Part of the product team that transitioned the 'The Edit' online magazine from a standalone Adobe Flash product to a new CMS based product written in HTML5, Sass and Javascript.

As part of the Web Production team I built the weekly edition of the 'The Edit' online HTML magazine in 4 languages. Prior to the HTML magazine, I built the weekly Adobe Flash version.

Working closely with the Marketing, Product, Editorial and Design teams to ensure the production of online marketing campaign landing pages for both desktop and mobile - written in HTML, CSS/Sass & Javascript for net-a-porter.com and theoutnet.com.

Jet2.com & Jet2holidays.com, Leeds — Front End Engineer & Designer

NOVEMBER 2009 - DECEMBER 2011

I worked on both the BAU design & front end development of Jet2.com and Jet2holidays.com. Designing & coding user interfaces for both the public and user account facing websites. I produced marketing content such as landing pages, micro sites, banners, emails & 3rd party ad banners for campaigns built to Google Display Network and DART specification.

I was responsible for redesigning the entirety of the Jet2holidays.com website & was part of the Front End Engineering team that coded the new design.

I helped conduct web usability studies through user testing for both Jet2.com and Jet2holidays.com.

EDUCATION

University of Ulster, Belfast

BSc Interactive Multimedia Design 2:2

inc. 12 months Industrial Placement spent working as a Web Designer for Belfast Media Group

SEPTEMBER 2003 - JUNE 2007