

# HUZAIFAH LUNAT

huz\_lunat@hotmail.co.uk | 07907 387317 | West Yorkshire

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## Summary

A Front-End Developer with over five years of commercial experience building scalable, high-performance web applications. I specialise in HTML, CSS, JavaScript, and React, focusing on clean, maintainable code and user-centred interfaces. I have worked extensively on e-commerce platforms, delivering reusable UI components, performance-optimised features, and data-driven improvements in collaboration with design and product teams. Known for my attention to detail and pragmatic problem-solving, I build interfaces that balance strong UX with long-term maintainability and business impact.

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## Skills

- Magento 2 / WordPress / Shopify
- HTML5 / CSS 3 / Bootstrap / Tailwind
- JavaScript / jQuery / React / Alpine JS
- Laravel / PHP / MYSQL
- Github / Git / Version Control / Branching
- Gulp / Npm / Command Line
- Adobe Packages / Figma
- API Integration
- Responsive / Mobile-first Development
- Agile / Scrum methodologies
- Sprint Planning / Backlog Management
- Jira / Trello / Task Prioritisation
- Project Coordination
- Stakeholder Communication
- Risk & Issue Tracking
- Documentation & Reporting
- Hybrid Project Management
- Time Management / Multi-tasking

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## Experience

### Front-End Developer | Joe Browns | 05/2022 - Current

- Designed and delivered complex Magento 2 web pages and digital features from concept to production, ensuring projects met business objectives and were delivered on time within sprint-based Agile workflows.
- Actively participated in sprint planning, backlog refinement, and task prioritisation using Jira and Trello, coordinating with cross-functional teams to meet project milestones and deliverables.
- Collaborated with internal and external stakeholders, including Digital Design, CRM, Marketing, Product, and Bloomreach CMS teams, to define requirements, resolve blockers, and ensure alignment across projects.
- Led the development and integration of SMS functionality and automated workflows, streamlining marketing automation and improving customer engagement.
- Mentored junior developers, providing guidance on front-end architecture, reusable components, coding standards, and performance optimisation, improving team efficiency and maintainability.
- Implemented front-end variants for A/B and multivariate testing, building alternative layouts, integrating test components, and tracking user interactions to support data-driven optimisation.
- Developed dynamic social proofing layers and automated content rotations, optimising user engagement and conversion while collaborating with product and marketing teams to prioritise requirements.
- Introduced modular CSS/JS patterns and front-end architecture improvements to enhance maintainability, scalability, and performance across projects.
- Monitored, analysed, and optimised website performance using Google Analytics, New Relic, and front-end best practices, ensuring fast load times, responsiveness, and high-quality user experiences.

### **Junior Project Manager** | Global Storage & Distribution | 11/2020 - 04/2022

- Coordinated cross-functional operational projects within internal web and operational teams, ensuring tasks and milestones were delivered on time and aligned with overall business objectives.
- Liaised with national and international customers to gather requirements, clarify project scope, and manage expectations, ensuring deliverables met quality and timeline standards.
- Collaborated with the internal web team to support the development and rollout of new digital components, participating in sprint planning, backlog refinement, and progress tracking using Jira.
- Utilised Trello and other project tracking tools to visualise workflows, prioritise tasks, and monitor progress across multiple workstreams.
- Maintained detailed project documentation, including meeting notes, status reports, and issue logs, supporting governance and process visibility.
- Identified risks, dependencies, and blockers impacting project delivery, escalating issues, and collaborating with stakeholders to ensure timely resolution.
- Supported project lifecycle activities from planning to delivery, ensuring adherence to Agile and hybrid project management frameworks.
- Communicated regularly with internal and external stakeholders, providing updates, clarifying requirements, and coordinating approvals to maintain alignment and avoid delays.

### **Web Developer** | Doozy Vape Co | 08/2019 - 11/2020

- Maintained and managed a high-performing WooCommerce website through WordPress, ensuring seamless user experience and up-to-date content.
- Boosted SEO performance by refining product pages with optimized keywords, meta tags, and high-quality images to enhance visibility and organic traffic.
- Integrated new products onto the live website, ensuring accurate product descriptions, pricing, and categories for an optimal shopping experience.
- Restructured the website's sitemap to improve SEO rankings and enhance website crawlability by search engines.
- Implemented best practices for site performance, resulting in faster load times and improved user retention.
- Conducted regular website audits to identify and resolve technical SEO issues, improving site health and performance.
- Managed the e-commerce backend, including inventory updates, order processing, and customer communication, to ensure smooth business operations.
- Analysed traffic and sales data to identify trends, optimize product listings, and improve conversion rates.
- Collaborated with the design team to create visually appealing, mobile-responsive product pages that align with brand guidelines.
- Enhanced site security and ensured compliance with e-commerce regulations and privacy policies.

## **Web Developer | Sweven Plates | 05/2018 - 07/2019**

- Built, designed, and maintained the Sweven Plate website, delivering a seamless, visually appealing user experience while meeting client requirements and brand vision.
- Utilized Shopify CMS to develop a fully functional e-commerce website, integrating payment gateways, product catalogues, and customer management features.
- Led the entire Software Development Life Cycle (SDLC), from initial planning and requirements gathering, to design, development, testing, deployment, and ongoing maintenance.
- Designed wireframes and interactive prototypes for client approval, ensuring alignment with project goals before proceeding with development.
- Developed a customized Shopify theme, ensuring responsive design across all devices, and optimizing user experience.
- Performed unit testing and user acceptance testing (UAT) to ensure all features functioned properly, identifying, and fixing bugs before the live launch.
- Provided ongoing maintenance and optimization, including regular updates, security patches, and performance improvements, to ensure site stability and enhance the user experience.

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## **Education**

Huddersfield University | 01/2019

**BSc (Hons):** Multimedia Studies

Grade: 2:1

## **Websites, Portfolios, Profiles**

- <https://huzaifahlunat.co.uk/>
- <https://www.linkedin.com/in/huzaifahlunat/>