

Sam Renfrew

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Feb 2016 –
Present

ASDA | *Optimisation Lead*

Working as a Front End Developer, I have been responsible for designing and developing A/B and Multivariate tests to further the user experience and merchandising capabilities of the Asda Groceries website.

- ▶ Used experience of front end development and UX design to promote conversion rate optimisation through consistent customer journeys and improved site features
- ▶ Produced detailed statistical analysis of test results to help inform business decisions and shape the look and feel of the website
- ▶ Contributed to cross-functional projects with the aim of optimising workflows and processes for the wider team, including a large-scale migration to an updated product and content management system

May 2014 –
Feb 2016

ASDA | *Web Designer*

Working within the Grocery eCommerce design team, I was responsible for liaising with multiple core functions to both design and code paid media, events, shops and promotional materials for the Asda Groceries website.

- ▶ Worked closely with Asda Media Partnerships to design and publish supplier-funded media, ensuring all designs met strict guidelines and were delivered accurately and on time
- ▶ Designed and coded multiple seasonal and category events, both from agency-supplied artwork and by creating my own point of sale materials, including: Easter, Halloween, Mother's Day, Cold & Flu, BBQ and Ice Cream events and shops
- ▶ Responsible for content published to the Groceries homepage, ensuring that image optimisation to reduce page weight and load speed is a top priority

Nov 2012 –
Present

Freelance | *Web Designer and Developer*

Working as a freelance web designer and front end developer, I have been helping businesses expand their online presence through custom-built unique websites, using the latest web technologies and a wide variety of content management systems, with a particular focus on eCommerce

- ▶ Projects have spanned a variety of fields, from eCommerce sites built using Big Cartel and Shopify CMS', to more bespoke functionality built on top of Wordpress
- ▶ Cross-browser compatibility and extensive QA testing ensure sites are kept issue-free, with particular attention paid to keeping a clean and effective code base
- ▶ Client communication is key to producing quality websites, ensuring that the delivered result is above and beyond expectations
- ▶ Recent projects can be found online at www.samrenfrew.co.uk

SKILLS

- ▶ Coding: HTML5, CSS3, Sass, jQuery, Javascript, Regex, PHP
- ▶ Systems & Tools: Wordpress, Big Cartel, Shopify, Endeca, Homestead, Gitlab, Gulp
- ▶ Advanced skills in Adobe Photoshop, Illustrator, InDesign

EDUCATION

1999 – 2004 | GCSEs

Queen Mary's Grammar School
12 GCSE's A* to B including
English (A) and Maths (A)

2004 – 2006 | A-Levels

Plantsbrook School
Geography (A), ICT (A), Business
Studies (B)

2008 – 2012 | MSci, Geography

University of Birmingham
2:1 (Hons)