

Philippe Wisniewski

Frontend developer with design background

Profile

Frontend developer with over a decade of experience building and designing for the web, progressing from web design and UX into full-stack development. Specialising in modern JavaScript frameworks, headless CMS architectures, and API integrations, with a strong focus on accessibility and user experience. A design background enables seamless translation of concepts into clean, maintainable code while solving complex technical challenges. Currently expanding full-stack capabilities and deepening React expertise whilst exploring how AI tools are transforming development workflows.

Experience

QGate Software Ltd | Freelance Developer & Designer • Ongoing

- Designed and developed a custom themed, headless WordPress website, improving site performance and maintainability
- Implemented robust API integrations between frontend and backend systems, enhancing scalability and user experience
- Integrated Yoast SEO REST API to seamlessly pass SEO metadata from frontend to backend
- Built concurrent API calls with comprehensive error handling and URL transformation using Promise and Asynchronous patterns

KeepMe AI | Graphic & UX Designer • Aug 2023 – Apr 2024

- Developed LMS Academy portal using Thinkific (Liquid templating), enhancing client learning experiences
- Collaborated with marketing and product teams to manage website UX, campaign landing pages, and CRM integrations (HubSpot, Mailchimp)
- Designed SEO-optimised content to support organic growth initiatives
- Produced visual content for SEO, social media, and events marketing

Ample Earth | Lead Designer • Oct 2021 — Jun 2023

- Built and optimised marketing/e-commerce website using Webflow and Webflow CMS, focusing on UX and performance improvements
- Designed and developed UI components using Shopify Polaris design system to create cohesive, on-brand Shopify assets
- Worked with development team on Progressive Web App (PWA) strategy, enhancing mobile user experience
- Designed and executed email marketing campaigns, achieving 18% increase in website traffic

VFM Associates | Graduate Designer → Creative Lead • Sep 2010 — Aug 2021

- Advanced from Graduate Designer to Creative Lead, managing digital projects across diverse industry sectors
- Led company website redevelopment using JAMstack technologies, significantly improving scalability and performance
- Designed and built interactive e-learning applications using HTML5, CSS, and JavaScript
- Mentored junior team members while managing full project lifecycle from concept to delivery

Technical Skills

Languages & Core Technologies

HTML, CSS, JavaScript (ES6+), PHP

Frameworks & Tools

WordPress, Eleventy (11ty), React (Expanding), Git, VS Code, Zed, npm, Webflow, Shopify

Development Practices

REST APIs, Headless CMS Architecture, Asynchronous JavaScript, SEO Implementation, Responsive Design, Accessibility Standards, Performance Optimisation, Prompt Engineering

Design & UX

Figma, UX/UI Design, Wireframing, Prototyping, Information Architecture

Personal Development

Recently completed the “*React Basics*” and “*Programming with JavaScript*” courses as part of Meta’s Full-Stack Developer Certificate, alongside hands-on development projects. Currently exploring how AI is changing software development through prompt engineering and integrating tools like Claude Code into development workflows, investigating practical applications of LLMs to enhance the engineering process. Strengthening JavaScript fundamentals through Douglas Crockford's “*JavaScript: The Good Parts*” to build more robust, maintainable applications.

Education & Certification

Leeds Beckett University | BSc (Hons) Multimedia Technology — 2:1 (2008)

Coursera / React Basics — January 2026

Coursera / Meta Programming with JavaScript — February 2026

Interests & Hobbies

Avid trail and road runner with a passion for emerging technologies. Currently experimenting with AI workflows, running LLMs locally, and integrating tools like Claude Code and prompt engineering techniques into development processes.

Contact

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