

Ann-Cathrin Will

✉ ac.will.dev@gmail.com [in LinkedIn](#) [GitHub](#) [Portfolio](#)

Current role	Senior Frontend Developer / Head of UI at Rawnet Digital Agency
Technologies	React, CSS, TypeScript, HTML, JavaScript, Next.js, JIRA, Git, Google Analytics, Semantic, Trello

My favourite technology is...

Next.js and Sanity at this moment, but I am always excited about what next week will bring

Work experience

Senior Frontend Developer / Head of UI, Rawnet Digital Agency

Sep 2017 – Present (7y)

Digital Marketing Agency

React CSS TypeScript HTML JavaScript Next.js JIRA Git

- Promoted the adoption of React/Next.js for building dynamic, responsive, and user-centric web applications, driving innovation in front-end architecture.
- Collaborated closely with backend developers and creative teams to develop CMS-driven e-commerce and marketing websites, overseeing projects from inception to launch.
- Utilised Semantic HTML, modular SCSS, Tailwind CSS, and vanilla JavaScript to ensure accessibility and maintainability, adhering to industry standards and best practices.
- Developed and maintained a front-end boilerplate, streamlining the development process and ensuring consistency across multiple projects.
- Enhanced Developer Experience (DX) by integrating modern tools, workflows, and automation, leading to improved efficiency and code quality.
- Advanced from Mid-weight Frontend Developer to Head of UI, demonstrating strong leadership and technical expertise.
- Led and mentored a team of front-end developers, establishing coding standards, promoting best practices, and fostering a collaborative and innovative work environment.

Frontend Web Developer, The Purple Agency

Mar 2013 – Aug 2017 (4y 5m)


Creative Agency

CSS HTML JavaScript Google Analytics Semantic Git

- Developed responsive websites from Photoshop designs using SCSS/LESS and task runners such as grunt/gulp
- Ensured website accessibility and compliance with WCAG standards
- Implemented semantic code, meta/microdata, and Google Analytics for SEO optimization
- Utilised Git, Bitbucket, Sourcetree, and SVN for version control
- Created and managed email campaigns to aid marketing efforts

CSS HTML JavaScript Trello

- Developed front-end code from Photoshop templates for standalone pages used in multivariate testing
- Specialised in responsive web development and optimised for mobile and retina displays
- Created HTML emails and HTML email signatures.

Frontend Web Developer (Intern), [superReal GmbH](#) 

Apr 2007 – Oct 2007 (6m)

Creative Agency

CSS HTML

- Work experience in Hamburg learning how to make websites, working with Graphic Designers and Backend Developers. Taking extra care to make websites identical across browsers including such challenges as IE6/7 and the box model bug.

Education

Kingston University

Sep 2009 – Jul 2012 (2y 10m)

BSc Hons Web Development with Business

Kingston College

Sep 2008 – Jun 2009 (9m)

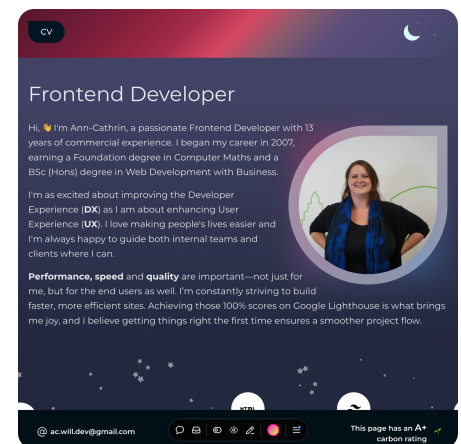
Foundation degree Computer Information Systems and Mathematics

Snippets

Portfolio Site @ [acwill.dev](#)

My portfolio site offers a bit more of a glimpse into my skills and experiences as a Frontend Developer with 13 years of commercial experience.

The site is built with React/Next.js 14, TypeScript, SCSS modules, Tailwind CSS, and Sanity CMS. It's a continuous work in progress, as it's my personal playground and I'm committed to embracing new technologies to create fast, efficient, and user-friendly websites. Feel free to explore and reach out!



More about me

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Interests

Nutrition & health, sustainability & nature, time travel books & movies. I've also been learning Spanish for several years and can now confidently order wine and cheese.

Right now I'm learning...

TypeScript, although I have sporadically used it I want to get a deeper understanding and appreciation for it.

Languages

English, German