



# Ryan McKenzie

WEB DEVELOPER

## Details

London

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## Links

[ryanmckenzie.co.uk](http://ryanmckenzie.co.uk)

## Skills

Languages: HTML, CSS, JavaScript, C#, SQL, PHP, Python.

E-Commerce: Shopify (theme customization, custom integrations)

Libraries: React, Redux, jQuery.

Frameworks: Next.js, .NET.

Testing: Selenium (C#), Cypress, Jest.

Other: MVC, Node.js, NPM, Git.

DevOps & CI/CD: Azure Pipelines

## Profile

Accomplished Frontend Developer with a proven track record of delivering high-traffic, performance-optimised web applications and collaborating with globally recognised brands—**Nike, Lenovo, and Spotify**—by seamlessly bridging design and technology. Skilled in React, CSS, Sitecore, and Shopify, with hands-on experience in test automation using Cypress and DevOps through Azure Pipelines. Adept at managing complex projects—such as an AI-driven chatbot developed in collaboration with Lenovo—while working closely with stakeholders to ensure timely, high-impact outcomes.

Committed to upholding rigorous coding standards through comprehensive documentation, code reviews, and version control, and to creating engaging, responsive interfaces that prioritise user-centric design. Leverages a background in digital marketing to streamline user journeys for measurable business growth. Maintains a commitment to continuous learning and exploring emerging web technologies, delivering forward-thinking, scalable solutions that align with organisational objectives and user needs.

## Employment History

### Web Developer, Dazed, London

JULY 2024 – PRESENT

Dazed is a trailblazing fashion and culture platform recognised for its influential editorial content, cutting-edge digital experiences, and large-scale social media presence. Hired on a one-year contract primarily to explore, prototype, and develop a high-profile AI chatbot in collaboration with Lenovo—an innovative tool pulling from Dazed's extensive article archive to serve as a creative sounding board.

Responsibilities:

- **Lenovo AI Chatbot Project:** Prototyped MVPs and provided technical proofs-of-concept to help secure project approval. Partnered with a newly hired AI back-end specialist, leading the project and delegating tasks. Scoped technical requirements, investigated feasibility, and established the project's architectural direction.
- **High-Traffic Development:** Handled frontend tasks for a site serving 500,000+ monthly users, ensuring seamless ad placement and performance.
- **Performance Optimisation:** By applying the appropriate asynchronous methods and correct code streams I was able to boost site performance by 30% and cut page blocking time by 71%.
- **Test Automation & DevOps**  
**Established a Cypress Testing Framework From Scratch:** Designed an environment-agnostic configuration, allowing tests to run seamlessly across dev, staging, and production.
- **Integrated with Azure Pipelines:** Modified existing pipelines to incorporate automated test runs, ensuring defects are caught before reaching production.
- **Established a New Development Standard:** Authored comprehensive documentation and led training sessions to introduce a more robust testing and deployment approach, drastically reducing production issues and elevating code reliability.

- **Release Management & Deployments:** Created release cuts and deployed builds across multiple environments—including production—underscoring strong DevOps proficiency.
- **Technical Leadership & Collaboration:** Led a cross-functional team of contractors and colleagues, delegating tasks to ensure efficient resource utilization and timely project delivery. Liaised directly with directors to propose and implement technical solutions aligned with business objectives, ensuring a seamless flow between strategy and execution.

### Freelance Web Developer (Shopify Project), Self-Employed, London

- **E-commerce Development:** Full-stack development across multiple Shopify stores for a pharmaceutical brand, leveraging **Liquid** for custom templating. Focused on responsive UI and streamlined user experiences, covering both front- and back-end functionalities.
- **Bespoke Code Solutions:** Replaced unreliable third-party integrations with custom-built features, improving maintainability, security, and overall site performance.

### Web Developer, Codehouse, London

MARCH 2021 – JUNE 2024

#### Responsibilities

- **Full-Stack Development:** Utilised **Next.js** for server-side rendering and routing, integrating back-end functionality to deliver robust, end-to-end solutions.
- **Implementing Responsive Design:** Built responsive web applications for optimal experiences across devices, employing fluid layouts, media queries, and responsive CSS.
- **Developing Dynamic React Components:** Created versatile, reusable React components for Sitecore CMS, handling dynamic data and integrating front-end logic with API endpoints for interactive UIs.
- **CSS Styling:** Employed BEM principles for maintainable, modular CSS, ensuring cross-browser compatibility and a responsive layout.
- **Sitecore Integration:** Integrated React components within Sitecore CMS in collaboration with content authors, optimising Sitecore-driven features.
- **User Experience (UX):** Partnered with UX/UI designers to implement and refine mockups, conducting usability testing and iterating based on feedback to deliver intuitive user journeys.
- **Code Quality and Performance:** Ensured maintainable and performant code through best practices, code reviews, and continuous improvement initiatives.
- **Version Control and Collaboration:** Utilised Git for collaborative development, maintaining effective communication with cross-functional teams.
- **Documentation:** Thoroughly documented code and development processes to facilitate knowledge sharing and onboarding.

### Web Developer and Operations Executive, AllGroove, London

FEBRUARY 2020 – 2021

#### Key Responsibilities:

- As a key member of AllGroove, I implemented diverse marketing campaigns by crafting visually captivating email campaigns for large-scale distribution and designing interactive web pages for pay-per-click initiatives. My efforts focused on optimizing click-through rates, ensuring seamless loading times, and delivering impeccable content presentation.

## Education

### **CS50 Web Programming With Python and JavaScript, Harvard University - Online Course**

SEPTEMBER 2023 – FEBRUARY 2024

Online course covering HTML, CSS, Git, Python, Django, SQL, Models and Migrations, JavaScript, User interfaces, Testing, and Security.

### **Just IT Training Ltd, London**

SEPTEMBER 2019 – FEBRUARY 2020

Self-funded course covering programming approaches and techniques, including HTML, CSS, JavaScript, C#, ASP.NET, SQL, and Python.

### **BSc Degree with Honours in Biological Sciences 2:1, University of Wolverhampton**