

MARCO JONES

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SUMMARY

Results-driven Frontend Developer and React Specialist with a strong background in e-commerce development, responsive design, and data analysis. Adept at building high-performance web applications using modern frameworks like React, Next.js, and Remix. Proven ability to optimize site performance, enhance UX, and integrate APIs. Experienced in transforming legacy codebases into scalable, maintainable architectures with TypeScript, improving code quality and reducing production issues. Skilled in automation, streamlining reporting processes using Excel and VBA to boost operational efficiency. Strong problem-solving abilities, effective stakeholder communication, and a passion for delivering user-centric digital experiences. After investing in my React and Node skills, looking to earn certifications in C#, .NET, and AWS.

SKILLS

Frontend: HTML, CSS, JavaScript, TypeScript, React, Tailwind, jQuery, Redux, Hydrogen

Backend: Remix, React Router, Next, PHP, Laravel, Solidity, Python, Haskell, Express, Node.js, Oxygen, Sanity

DevOps & Testing: Git, GitHub Actions, Docker, AWS, Azure, GCP, fly.io, Cypress, Jest, Mock Service Worker (MSW), Playwright

Databases: Prisma (ORM), SQL, MySQL, PostgreSQL, SQLite, VBA, React Query, GraphQL, Sanity, GROQ

Project Management: Agile, Scrum, Kanban, JIRA, Atlassian Suite, Test driven development

Architecture & Patterns: SEO, SSR, SPA, Progressive Enhancement, Performance Optimization, Accessibility, asynchronous, Blockchain, Windows, Linux, MacOS, iOS Android

E-commerce & CMS: Magento, Shopify, WordPress

EXPERIENCE

Full-stack Engineer

Nothing.tech | March 2025 – July 2025, 3m FTC (+2m extension) outside IR-35

- Developed a Headless Shopify store with Hydrogen (React) and Oxygen deployment, hosting and CI/CD workflows.
- Maintained high standards of Typescript for static code analysis even for APIs using type generation methods.
- Implemented Shopify Multi-pass for a custom Single Sign On service which required co-ordination with multiple backend developers across the business.
- Optimized GROQ queries and Remix loaders to maximize use of data streaming and reduce pop-in by 75%.
- Maintained a private packages for services used by various repos.
- Maintained optimal server-side rendering using Sanity and GROQ to connect the frontend to CMS data maintaining 100% SSR and translatable content.
- Implemented AI assistance to translate non-critical data and reduced translation workload by 50%.
- Implemented unique website features to make an enjoyable and engaging website experience to best represent the brand.
- Architected solutions for the business and managed expectations clearly with regular communications about milestones and timings.
- Used Shopify cookies to handle consent for a custom geo-location banner to suggest to users which store to switch to.
- Developed multiple APIs for handling server-side cookies, and Customer Relationship Management in a secure way that did not expose data to the client.
- Architected a localization UX which separated the store's URL from the language of the content whilst maintaining SSR. This allowed the content writers to have complete control over what the user reads no matter which international store they were browsing without the user relying on browser extensions to potentially mistranslate copy.

Full-stack Developer

Freelance | December 2021 – March 2025

- Built a fully responsive React based e-commerce store with Bitcoin payments using BTCpayserver API, resulting in selling 100% of limited time products thanks to reduced customer bounce and checkout abandonment.
- Built a Sales funnel for a martial arts school with WhatsApp integration leading customers from Google maps directly to the owner to close deals, leading to a huge increase in sales.
- Applied SEO best practices to freelance projects, increasing organic traffic for clients.
- Completed advanced React & Remix training via www.EpicWeb.dev and www.EpicReact.dev, expanding expertise in modern Node based web frameworks like Next and Remix and MVC general understanding.

- Developed custom Shopify and VTEX themes, improving storefront aesthetics and conversion rates for clients.
- Optimized React applications for performance, achieving up to a 50% reduction in load times.
- Integrated headless CMS solutions like Sanity to streamline content management for dynamic websites.

Frontend Developer

KTM Online | November 2022 – September 2024

- Upgraded a custom-built PHP/jQuery/Vue e-commerce website into an interactive React SPA, improving page load speed by more than 1 second and boosting conversions.
- Enforced strict TypeScript rules which reduced production bugs by ensuring code correctness and maintainability.
- Lead UX improvements by collaborating with stakeholders, defining UX goals, and driving an increase in user engagement.
- Developed a reusable UI component library, cutting development time for future marketing campaigns significantly.
- Migrated legacy code to modern React patterns, enhancing scalability and maintainability.
- Implemented server-side rendering (SSR) with Next.js, improving SEO and initial page load performance.
- Set up end-to-end testing with Cypress and Jest, reducing regression bugs and improving deployment confidence.

Frontend Developer

FiloBlu | September 2019 – August 2022

- Developed customer-centric interfaces for major online retailers, ensuring 100% compatibility across Chromium and Safari browsers on all devices.
- Spearheaded the frontend development of Shopify and VTEX websites, reducing developer team size by 90%.
- Maintained and optimized Magento projects, improving site performance and reducing error reports.
- Acted as the primary contact for feature development and bug resolution, reducing response times through efficient stakeholder communication.
- Implemented accessibility best practices (WCAG compliance), enhancing usability for a wider audience.
- Refactored and modularized frontend codebases with Typescript, leading to a great improvement in modularity and maintainability.

Data Analyst

Marston Holdings | 2017 – 2019

- Automated 90% of recurring reports using Excel and VBA, reducing manual workload significantly.
- Centralized company-wide data reporting, leading to a great improvement in reporting efficiency.
- Gathered and refined stakeholder requirements, increasing report accuracy and usability.
- Designed interactive dashboards in Power BI and Excel, providing real-time insights for management.
- Conducted data validation and cleansing processes, improving data integrity and reliability greatly.
- Created predictive models using statistical analysis, helping teams make data-driven decisions.
- Trained non-technical staff on data analysis best practices, enhancing data literacy across departments.

EDUCATION

St. Ignatius College - A-levels: AAB(B) GCSEs: 2A*, 8A, 1B, 1C

University of York – BEng Computer science June 2:2 2016

3rd Year Modules:

Machine Learning Application – Developing solutions to graphical models and recognition with Bayesian, regression and manifold learning techniques from their mathematical foundations.

Programming Correctness by Construction – Using discrete mathematics to formulate specifications and refinements for programs and processes to design programs from a logical base. Design a program from first principles to reduce malfunctions and security flaws.

Multi-Agent Interaction in Games – Exploring mathematics of strategy in games to guarantee optimal effectiveness for agents in various situations.

Introduction to Neural Networks – training and analysing neural networks to data to solve nonlinear classification problems.

Final year project, Calculating a Correct Compiler – Constructed a Haskell compiler for my own small programming language, using an equational reasoning technique to simultaneously prove its function.