

Vinod Soba

Frontend & Full Stack Web Developer

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Professional Summary

Frontend Developer specialising in responsive websites, ecommerce platforms, and modern user experiences across WordPress, Magento, and React-based applications. Experienced working with React, Next.js, JavaScript, WordPress, Magento, Tailwind CSS, and modern frontend workflows including Git and component-based development. Strong commercial background delivering production-ready websites, landing pages, and frontend solutions focused on user experience, performance, SEO, and conversion optimisation.

Technical Skills

React • Next.js • JavaScript • HTML5 • CSS3 • Tailwind CSS

WordPress • Magento 2 • ACF

Git • GitHub • Node.js • Jira • Vagrant

GA4 • SEO • CRO • Responsive Design • Performance Optimisation • A/B Testing • Ecommerce UX

Work Experience

Full Stack Developer

Addison Lee

Oct 2022 – May 2026

- Developed and maintained responsive websites, landing pages, and custom frontend templates using WordPress, ACF, JavaScript, PHP, HTML, and CSS.
- Built reusable frontend components focused on performance, responsive design, UX, and SEO optimisation.
- Managed staging and production deployments using Git-based workflows and collaborated with marketing teams and third-party developers to deliver website enhancements and digital campaigns.
- Integrated third-party tools including Freshdesk forms, chatbots, and lead-generation functionality while supporting local development environments using Node.js and Vagrant.

Front End Developer

Y-Wilson

Jul 2022 – Oct 2022

Developed an interactive React-based Sudoku game focused on responsive frontend functionality, reusable components, and cross-device usability.

- Built reusable React components and interactive game functionality using JavaScript and component-based architecture.
- Developed timer logic, drag-and-drop interactions, and responsive gameplay features across desktop and mobile devices.
- Implemented responsive layouts and frontend interactions focused on usability and smooth user experience.
- Worked closely with stakeholders to deliver frontend functionality and interactive user experiences.

Front End Developer

Nteractive

Oct 2021 – Jun 2022

Developed responsive event and campaign web experiences for global brands including Gartner, Hewlett Packard, and New Balance.

- Built and maintained responsive frontend event pages and branded digital experiences across multiple campaigns.
- Developed interactive website elements and layouts using HTML, CSS, JavaScript, and CMS platforms.
- Collaborated with design and marketing teams to deliver engaging user experiences and digital campaign assets.
- Produced frontend visuals, animations, and branded web assets aligned with client requirements and event campaigns.

Front End Developer

Ocean Media Group

Oct 2019 – Sep 2021

Developed and maintained event websites, landing pages, and digital campaign assets across multiple brands and content platforms.

- Designed and developed responsive event websites and landing pages focused on user experience and campaign performance.
- Built and maintained WordPress themes and templates using Advanced Custom Fields (ACF).
- Worked across multiple CMS platforms delivering frontend updates, content integrations, and website improvements.
- Collaborated with marketing and design teams to deliver digital campaigns, email assets, and branded web experiences.
- Developed frontend layouts and interactive website elements using HTML, CSS, JavaScript, and jQuery.

Full Stack Developer

St John's Laboratory Ltd

Sep 2018 – Sep 2019

Worked on Magento ecommerce development, responsive frontend redesigns, and performance optimisation across the company website and digital platforms.

- Redesigned and developed responsive frontend pages including the homepage, antibody validation pages, and blog layouts.
- Supported the migration of the company ecommerce platform from Magento 1.9 and helped establish staging environments for testing and deployment workflows.
- Analysed, debugged, and tested frontend and backend functionality across staging and production environments.
- Built responsive layouts and interactive website functionality using Bootstrap, JavaScript, jQuery, HTML, and CSS.
- Optimised database queries and website performance to improve page speed and overall user experience.
- Managed website administration, user permissions, and regular website/database maintenance.

Senior Full Stack Developer

Registry Trust Ltd

Nov 2013 – Aug 2018

- Built and maintained multiple company websites using WordPress and Joomla within an Agile development environment.
- Developed portal functionality to dynamically display client shareholdings, investments, and reporting data.
- Led and supported digital projects while mentoring and managing junior developers.

Web Developer

Regus

Mar 2011 – Oct 2013

- Developed landing pages and microsites using ASP, HTML, CSS, and MySQL.
- Maintained company websites, resolved frontend issues, and deployed website updates across digital platforms.

Selected Projects

Addison Lee Digital Platform

Frontend development and website management across multiple company websites, landing pages, and customer-facing digital experiences.

<https://www.addisonlee.com>

[View Website →](#)

Ocean Media Event Platforms

Frontend development and digital campaign work across multiple event and media brands, delivering responsive websites, landing pages, and marketing-focused user experiences.

<https://nationalweddingshow.co.uk>

[View Website →](#)

BeautyBop Ecommerce Platform

Magento 2 ecommerce platform focused on frontend UX, SEO optimisation, responsive design, and ecommerce performance improvements.

<https://www.beautybop.co.uk>

[View Website →](#)

St Johns Laboratory

Worked on Magento ecommerce development, responsive frontend redesigns, and performance optimisation across the company website and digital platforms.

<https://stjohnslabs.com>

[View Website →](#)

Personal Portfolio Website

Modern portfolio website built using Next.js, Tailwind CSS, and headless WordPress architecture to showcase frontend development projects and technical capabilities.

<https://www.vinodsoba.co.uk>

[View Website →](#)

Education

BA (Hons) Multimedia & Computer Science

University of West London