PETER KINCSES

SENIOR FRONTEND DEVELOPER

DETAILS

ADDRESS
Chelmsford
United Kingdom

PHONE
07526 977807

EMAIL
kincses.p@gmail.com

LINKS

[Portfolio](#)

[Linkedin](#)

SKILLS

JavaScript

TypeScript

React

Redux / Zustand

GraphQL

Jest / Vitest

PHP

MySQL / PostgreSQL

Remixjs / Nextjs

D3 / Visx / Mapbox

Magento

CSS / Tailwind

Ag Grid / Charts

LANGUAGES

Hungarian

English

PROFILE

With 15 years in front-end development, I'm committed to creating immersive, clean and intuitive web experiences. I have thrived in diverse client settings, excelling as both a contractor and full-time employee, owing to my clear communication, project ownership, good humour and collaborative spirit. Constant learning keeps me abreast of evolving trends, ensuring I contribute effectively to any team's success.

EMPLOYMENT HISTORY

Senior Front End Developer, Freelance   London
Jan 2024 — Present

- Development and optimization of dynamic, user-friendly web applications using JavaScript, React, GraphQL, Next.js, and Remix.js and Jest, enhancing user experience and application performance
- Successfully implemented and maintained e-commerce solutions with PHP and Magento, ensuring robust functionality and seamless integration with various APIs and third-party services
- Collaborated with cross-functional teams to design, develop, and deploy scalable front-end solutions, driving project success and client satisfaction

Lead Front End Engineer, eShopWorld / American Eagle Outfitters   London
Jun 2022 — Jan 2024

Tech Stack: React, Redux, Typescript, Graphql, Magento 2 / Adobe Commerce, Mapbox, D3, Websockets

In my role as Lead Front End Developer at Eshopworld, I provided direction, leadership, and conducted code reviews to ensure consistency and quality across the front end team. Additionally, I offered mentorship to foster skill development and empower team members to deliver exceptional results by writing extensive documentation on best practices to extend Adobe's PWA tech stack using React, Redux, Context API and Graphql.

Responsible for developing the following extensions to increase conversion rates:

- mix and match (custom category landing page pulling in 100s of products from multiple categories)
- store locator with google maps API
- product reviews
- custom product labels
- Google Tag Manager event tracking
- recent search + search suggestions
- optimised and extended the CMS editor's functionality and output which led to less development time taken up to support marketing efforts

Page speed optimisation:

- bundle size reduction: tree shaking, route specific bundles, lazy/conditional loading of components and assets - resulted in a 450kb to 150kb js bundle size and 6 to 68 point page speed score

Senior Front End Developer, WUNDERMAN THOMPSON COMMERCE
London

May 2019 — Jun 2022

Tech Stack: React, Redux, Typescript, Graphql, PHP, Magento 2 / Adobe Commerce, RequireJS, Knockout, Jquery, Less/Sass/Tailwind

During my tenure at Wunderman Thompson, I advanced from a contractor to a Senior Front End Developer and eventually to a Lead Front End Developer position.

- My responsibilities included working on re-platforming projects, extension development, site speed improvements, mentoring junior developers, and extensively documenting processes for the in-house wiki
- led WPP's front end team in creating a headless implementation of British American Tobacco's existing website using Adobe's PWA Studio (React, Redux, Graphql stack)
- spearheaded various initiatives, including theme development for British American Tobacco (Velo, Vype, Glo, Lyft), Yoti face scan integration for age verification, device personalisation, product subscriptions, site speed optimisation, and email customization all of which have resulted in increased conversion rates.
- Improved page loading speed (8 to 65 points mobile, 18 to 90 points for desktop) using various lazy loading, bundling and code splitting techniques
- Developed a reusable library of components and wiki that reduced development time and on-boarding junior developers
- Optimised deployment time by modifying theme inheritance rules and removing dead code

Senior Front End Developer (Contract), PkayDev Ltd
London

Feb 2014 — May 2019

As a senior front-end developer operating as a contractor, I've garnered extensive experience collaborating with e-commerce clients and startups, employing JavaScript frameworks like React, Angular, and Knockout.

Clients: Wunderman Thompson, British American Tobacco, Debeers Jewellery,

Nobody's Child, Petlandia, Allbeauty, Gousto, Beano, Like Digital

My responsibilities contained a mix of:

- optimising the front-end user interface for improved UX/UI (cleaner interface, CTA improvements, reorganising structure for readability)
- version and tech stack upgrades (Magento 1 to 2, custom css to Twitter Bootstrap/Foundation or Less/Sass)
- developing the front-end architecture of new websites (structure, tooling, deployment)
- converting designs into mobile-first, responsive, interactive front end code
- crafting working prototypes for startups
- seamlessly integrating new extensions (custom or third-party) into established codebases
- enhancing page speed performance
- building upsell/crosssell extensions to increase conversion rates (example: the upsell landing page extension I built for Petlandia increased conversion rates from 1.8 to 3.4%)

Front End Developer, Made.com
London

Dec 2012 — Feb 2014

Front End Developer, Astley Clarke   London
Jan 2011 — Dec 2012

Junior Web Developer, OneFiftyNine   London
Nov 2009 — Jan 2011

Digital Marketing Assistant, Ministry Of Sound   London
Dec 2008 — Apr 2009

E D U C A T I O N

React/Redux, Udacity
Jun 2019

Typescript, Codeacademy
Feb 2019

Magento Commerce Front End Expert, Adobe   London
Dec 2020

Web Development, Qantm College   London
Sep 2008 — Sep 2009