

 cherneva@gmail.com

 [linkedin.com/in/cherneva](https://www.linkedin.com/in/cherneva)

 07595 696232

Jan 2017 – Oct 2019

Technologies/Software

Node.js, Webpack, Gulp, Git Jenkins,
SourceTree, Adobe Target,
HTML5, SASS, LESS, CSS, JavaScript,
ES6, React, Sketch, Zeplin,
Split.io, Ensignten Tag Manager

Nov 2014 – Dec 2016

Technologies/Software

Node.js, Grunt, Gulp, Git, Apache,
Jenkins, Adobe DTM, Adobe Target,
Foundation, SASS, HTML, JavaScript,
jQuery, SourceTree, Photoshop, Sketch

Feb 2011 – Sep 2013

Technologies/Software

XHTML, HTML5, CSS2.1 CSS3, JQuery
Backoffice CMS Sitefinity, Sitecore
Adobe Photoshop CS5

Elena Cherneva

Senior Front End Developer

Front End Developer with over **15 years** of experience, great technical expertise, problem solving skills, attention to detail and great team work. I can deliver applications that comply with the latest accessibility and usability guidelines and use modern web technologies. One of my strengths is breaking down technical detail to non-technical product owners or stakeholder. Some of the companies, I have worked for, are industry leaders such as **Experian, Direct Line Group, Tesco, ASOS.com, BBC Worldwide.**

Experience

Lead Optimisation Developer

at *Experian Ltd., London*

- Creating complex A/B, MVT and Personalisation campaigns across multiple domains on Experian platforms using Adobe Target.
- Improving Site Performance - reducing the website requests by half, improving page load time by 60%.
- Hiring and mentoring Mid-level and Junior Developers.
- Creating and following Developers guidelines for the Optimisation team.
- Creating a POC in Home React App and serving that through Split.io.
- Working with wider Business to support Migration project from legacy CMS on to AWS.

UI Engineer

at *Direct Line Group, London*

- Building the new Home Insurance Quote and Buy journey.
- Code optimisation, building of new features.
- Sprint demos with Stakeholders.
- Releases to QA environments, supporting production releases.
- Rebuilding of existing pages to improve SEO Performance.

Senior Creative Developer

at *ASOS.com, London*

- Maintaining key pages on ASOS.com, while working on the weekly site refreshes.
- Building interactive edits used to highlight the latest products.
- Communicating with Project Managers from different teams (Men, Women and International) giving them development updates.

Jul 2010 – Dec 2010

Technologies/Software

XHTML, CSS, JQuery Adobe Photoshop
CS5 .Net Studio 2010 Mercurial SCM

Jul 2009 – Jun 2011

Technologies/Software

XHTML, CSS, Javascript Adobe
Photoshop CS3 Adobe Dreamweaver
CS3 .Net Studio, SVN

Sep 2007 – Nov 2008

Technologies/Software

XHTML, CSS, JQuery Javascript,
DAVscript Adobe Photoshop CS3
Adobe Dreamweaver CS3

Feb 2000 – Sep 2007

Front End Developer

at *Profero for client ASOS Marketplace, London*

- Working on a greenfield project for ASOS Marketplace.
- Building XHTML and CSS from Photoshop designs.
- Working close with .Net Developers to wire it in into the back-end.

Front End Developer

at *Tesco, London*

- Building XHTML and CSS from Photoshop designs.
- Working together with .Net Developers to wire it in into the back-end.
- Continued to development of new sections.

Front End Developer

at *BBC Worldwide, London*

- Working on topgear.com and bbcgoodfood.com websites.
- Building XHTML and CSS from Photoshop designs.
- The development process included flat coding, integration with the back end code and accessibility and cross-browser testing.

Previous experience...

- **Web Developer at Ellion, London - Sep 2007**
- **E-Learning Developer, Interactive designer at Nelson Croom, London - Feb 2007 – Aug 2007**
- **Web Designer/Developer, Interface Designer at Magic Web Solutions Ltd, London - Jun 2005 – Nov 2006**
- **Web Designer at Careerwise Ltd, London - Feb 2005 – Apr 2005**
- **AbacusTrade Ltd, Sofia, Bulgaria, Aug 2004 – Dec 2004**
- **SkalaSoft Ltd, Sofia, Bulgaria, Feb 2000 - Jul 2004**

Freelance

- **UI Consultant, for River Island, London - February 2010**
- **HTML Developer, Flash Designer at Peoplebrands, London - May 2005 – Dec 2008**



Education

BSc and MSc in Computer Science, Sofia University, Bulgaria
German Language High School, Ruse, Bulgaria



Languages

Bulgarian – mother tongue, English – fluent, German – good, Russian – good



Hobbies

Traveling, Cycling, Running, Face Painting, Photography



References

Please refer to LinkedIn - <https://www.linkedin.com/in/cherneva>