

# Adeel Sheikh

## CONTACT

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## QUALIFICATIONS

**BSc Computer Science**

**Responsive Web Design  
Certification (FCC)**

**JS Algorithms and Data  
Structures Certification  
(FCC)**

## INTERESTS

Jiu-jitsu  
Martial arts  
Fitness  
PC Gaming  
Hackathons

## REFERENCES

Available on request

## PORTFOLIO

[www.adeelsheikh.co.uk](http://www.adeelsheikh.co.uk)

[www.github.com/  
adeel3210](http://www.github.com/adeel3210)

## Front End Developer

- Graduated in BSc Computer Science with a year's work placement as a Digital Developer
- Have taken on multiple responsibilities within a new start-up company
- Extensive knowledge in HTML5, CSS, JavaScript, GreenSock and DoubleClick Studio
- Knowledge of React, Typescript, handlebars, ES6, Node.js, Braze, and Sass

## Experience

### Gameyfi

March 2023 – November 2023

HTML5 Web Banners and HTML Email development.

### Credit Karma

February 2022 – February 2023

Digital Marketing Manager/HTML Email Developer

- Taking on Email campaigns from design phase to deployment.
- Creating Landing pages using Typescript and React.
- Creating experiments with variations of emails and push messages.
- Using Litmus to test Emails across all digital platforms.

At Credit Karma I worked on Email campaigns daily, with over 100 million customers my work was seen and interacted with by a large number of users.

I also was liaising with the engineering team in order to create, QA and deploying landing pages using GitHub.

## L'Oréal

March 2021 – (Rolling)

### HTML Email Developer

At L'Oreal I worked on email campaigns which involved building responsive E-mails. Some of the day to day tasks involved:

- Hand Coding responsive HTML Emails using clean standard-compliant code for desktop and mobile.
- Testing and troubleshooting HTML, revising code where necessary ensuring Emails render properly across multiple email clients, browsers and mobile devices.
- Optimizing and editing Images for HTML Emails using Photoshop.
- Collaborating with cross-functional teams, Marketing Communications, Creative Operations and editors to ensure campaign accuracy and quality specification.

Examples:

[http://optimuspreviewer.website/optimus/previews/Adeel/ProgramLaunch/20210321\\_Kiehls\\_Drive\\_ProgramLaunch.html](http://optimuspreviewer.website/optimus/previews/Adeel/ProgramLaunch/20210321_Kiehls_Drive_ProgramLaunch.html)

<http://optimuspreviewer.website/optimus/previews/Adeel/welcomeSocialFeature/WelcomeSocialFeature.html>

<http://optimuspreviewer.website/optimus/previews/Adeel/GWP%20solus%20trigger1/soluscopy.html>

<https://optimuspreviewer.website/optimus/previews/Adeel/KIE%20Loyalty%20sign%20up11/Loyalty-sign-up.html>

## **Gameyfi**

May 2016 - 2021

Gameyfi is a Digital Production Studio which had taken me on during my placement year at university, I then continued to work with them gaining the valuable experience which makes me the developer I am today.

To summarise I had completed these tasks on a weekly basis :

- Designed and developed HTML5 banner Ads with the use of JavaScript, HTML5, CSS and Photoshop, following the criteria of the client.
- Created, updated and maintained Email templates and microsites in accordance with client needs.
- Collaborated with clients from concept through final delivery of product.
- Worked and produced high profile creatives for games such as FIFA and BATTLEFIELD.
- Updates and amendments for the Front End Development of interactive websites.

## **Sony PlayStation**

May 2019 – July 2019

At Sony PlayStation I was working as a service desk analyst for a short term contract, I was exposed to various new software and was able to also sit in and work with some of the software developers working on automation for the helpdesk.

## **HomeAway**

June 2018 - October 2018

At Home Away i was in charge of managing dynamic feeds for html5 web banners that were targeting a huge range of global clients. I was working with DoubleClick studio and Google spreadsheets managing over 2000 Dynamic feeds. I was feed mapping and making amends/QA'ing to a large number of html5 banners on a daily basis.

I had also taken part in agile workshops provided by HomeAway which had given me a good exposure to a numerous number of work methodologies.

## **BSc Computer Science**

2014-2018 ( With placement Year)

- Honours student of Kingston University in Computer Science. Academic credentials are reinforced by programming experience gained during my internship with Gameyfi.
- Consistently commended by professors and internship supervisor for programming abilities, grasp of multiple technologies and attention to detail.
- Knowledge of object-oriented programming and application development tools using Java, Netbeans IDE.
- Known as a self-starter, team player and multitasker, striving to consistently exceed expectations.
- Course Highlights: Application Development, Internet Security, UX, Java programming, Project Management, PHP, Database Programming, Web Design and Networking and Operating Systems.