

# Diquan Kerr

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## Front-End Engineer | Front-End Developer | UI / React Developer

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Front-End Engineer with a background in product management, experienced in building responsive, accessible, and user-centred web interfaces. Proficient in HTML, CSS, JavaScript, React, and WordPress, with hands-on project experience using modern frameworks like Next.js and Supabase. Known for combining product thinking with front-end execution — from designing in Figma to deploying performant, mobile-first applications. Adept in Agile delivery, regularly collaborating with designers and engineers across time zones to ship performant, user-focused features, seeking to leverage strong stakeholder collaboration and cross-functional delivery experience to build web products that drive user engagement and business impact.

## PROJECTS

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### Trackr – Job Tracking Web App (In Progress | Next.js, Supabase, Shadcn/UI, CSS, TypeScript)

- Currently developing a job tracking platform to simplify application management, featuring authentication, CRUD operations, and a clean, mobile-first UI.
- Built using Next.js App Router and Supabase with row-level security and real-time database interactions.
- Implementing Shadcn/UI DataTable, enabling responsive filtering and sorting of job entries.
- Planned features include account registration, protected routes, and a dark/light mode to support a seamless user experience across devices.

### Reddit Micro – Reddit Client (React, Reddit API, CSS Modules)

- Built a lightweight Reddit client to fetch and display top posts and comments from any subreddit, focusing on performance and API consumption.
- Used the Reddit API to display the top 10 posts and top 10 comments, with search and error handling for invalid queries.
- Created a clean, performant UI using React state hooks and CSS Modules, optimising rendering efficiency and user experience.

## RELEVANT EXPERIENCE

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### BT | Product Manager | 06/2022 - Present

- Defined front-end requirements and user journeys for internal tools using Figma and Jira, translating business needs into specifications and reducing delivery time by 15%.
- Designed and built a fully responsive landing page (HTML, CSS, JavaScript) for BT's Capture the Flag campaign, driving over 60 sign-ups and meeting WCAG 2.1 standards.

### Freelance | WordPress Designer & Developer | 11/2020 - Present

- Developed and implemented a custom multi-step contact form using WordPress and JavaScript, leveraging form logic and field validation to increase inbound leads by 175% for a legal client.
- Improved SEO and accessibility across >10 client sites by applying semantic HTML, alt text, and ARIA roles, resulting in WCAG 2.1 compliance and first-page Google rankings, as validated by Ahrefs audits.
- Designed and built mobile-responsive landing pages using Elementor and WordPress, increasing CTA click-through rates by an average of 20% and boosting the average time-on-page through layout optimisation and conversion-driven design.

## SKILLS

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**Development & UI:** HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, Redux, Jest, Semantic HTML, WCAG, ARIA, Git, Figma

**Workflow & Collaboration:** Agile workflow (Scrum, Jira), Cross-functional Collaboration, Stakeholder Management

## EDUCATION & CERTIFICATION

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Front-End Engineer Certificate | Codecademy (2024 - 2025)

BA International Business Management | Manchester Metropolitan University — 2:1 (2015 - 2019)

## INTERESTS

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Passionate about all things design – from clean, accessible UI to graphic and industrial design and digital art. I love creating thoughtful web experiences, exploring creative tools, and learning about design, development, and product. I sell art on Etsy, experiment with self-initiated projects, and constantly seek ways to transform ideas into practical digital products.