



PHOEBE EVANS

MSC, BENG, MIET
SOFTWARE ENGINEER I

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Wirral, Merseyside

ABOUT ME

Software Engineer I, with frontend web developer focus, 3 years' commercial experience building high-performance e-commerce applications using JavaScript, TypeScript, Astro, Next.js and React. Specialized in scalable frontend development with a focus on performance, accessibility (WCAG 2.1), and conversion-driven UX optimization. Experienced in project lead, site builds, experimentation and conversion-focused development, including A/B testing, frontend personalisation, and customer journey optimisation across large-scale retail platforms.

Previous experience within AI and Automation tooling teams also where I learnt how to develop internal business solutions to improve team efficiencies.

EDUCATION

MASTER OF SCIENCE BIOMEDICAL ENGINEERING WITH NEUROTECHNOLOGY

Imperial College London, 2021 - 2022
Merit

BACHELOR OF ENGINEERING MEDICAL AND MECHANICAL ENGINEERING

University of Hull, 2016 - 2020
First Class

Wirral Grammar School For Girls

10 GCSES GRADE A-B, 4 A-LEVELS GRADE A-C

TECHNICAL SKILL

JAVASCRIPT

CSS3

HTML5

TYPESCRIPT

ASTRO

NEXT.JS

REACT

PYTHON

GIT

CI/CD

PEER REVIEW

PAIR CODING

AI

ECOMMERCE

UI/UX

A/B TESTING

RELEVANT EXPERIENCE

SOFTWARE ENGINEER I

2025 - PRESENT

The Hut Group (THG)

- **Frontend Architecture:** Engineered high-performance solutions for large-scale retail platforms using React and Astro, ensuring seamless PDP and Checkout experiences.
- **Technical Leadership:** Spearheaded site-build projects as Technical Lead, managing cross-functional delivery between Product, UX, and QA to meet tight retail deadlines.
- **AI & Automation:** Architected internal AI Automation tools, reducing engineering manual overhead by hours per week via automated accessibility auditing, and review systems in Github Actions.
- **Conversion Growth:** Drove consistent increases in conversion rates by designing and deploying complex A/B tests and personalization initiatives via ABTasty and Experimentation UI.
- **Quality & Compliance:** Developed scalable, WCAG 2.1 compliant UI components and managed dynamic digital content via CMS tooling.

GRADUATE SOFTWARE ENGINEER

2024 - 2025

- Supported development, experimentation, debugging, and optimisation initiatives across large-scale retail websites using modern frontend technologies.
- Worked within Agile sprint cycles using Jira ticketing workflows to manage feature delivery, bug fixes, QA support, and prioritised development tasks across ecommerce platforms.

ACCELERATOR PROGRAMME

2023-2024

- Completed THG's Technology & Innovation Accelerator Programme, developed practical skills across modern web development technologies, Agile delivery, CI/CD workflows, problem-solving, and scalable software engineering practices.