

# Willis Dyson

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Portfolio link: <https://willisdyson.dev/>

## Experience

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**TopCashback** | Current role since March 2025 Stafford, West Midlands, UK

Front End UI Developer & Web Accessibility Lead

- Promoted, gaining additional responsibilities – formally became recognised as Web Accessibility initiatives leader.
  - Successfully took Web Accessibility from an unknown subject to the forefront of business priorities.
- Leading the TopCashback towards compliance with WCAG 2.2 AA and 2025 European Accessibility Act:
  - Created a long-term testing plan, greatly improving accessibility of all new features and reducing overall regression.
  - Ran internal training sessions for over 30 developers, 5 of which then became Accessibility Champions.
  - Performed frequent audits website audits, highlighting and fixing 100s of accessibility issues across the site.
  - Built accessibility into project Acceptance Criteria, with the last 4 major projects complying with WCAG 2.2 AA pre-launch.
  - Ran a large-scale presentation of Web Accessibility Fundamentals, achieving emotional buy-in from 100+ staff members.

**TopCashback** | February 2022 to March 2025 Stafford, West Midlands, UK

Front End UI Developer

- Working within UX Design team as the company's sole Front End Development specialist, with some UX Design duties.
- Developing flat designs into fully-functional prototypes in many projects, using HTML, CSS (SCSS/SASS) and JavaScript (JS).
  - Greatly increasing project speed overall, producing a much higher standard of code due to high level of Front End expertise.
  - Iterative working enables issues to be spotted early on and enabling Motion Design to be incorporated into prototypes.
- Working exclusively in an Agile setting, excelling in teamwork, communication and timely project delivery.
- Engaged with over 300 code reviews, upskilling other developers and increasing TopCashback's overall level of Front End expertise.
- Very strong knowledge of UX/UI Design and usability principles, with a very high level of experience in Figma and Adobe XD.
  - UI Design, User Research, A/B sessions testing, Email design/development, and more.
- Achieved a promotion following recognition of my initiative and leadership in relation to Web Accessibility.

**Ebuyer** | May 2021 to February 2022 Howden, East Yorkshire, UK

Web Developer & Designer

- Hybrid role between Web Developer & Designer, designing and building a variety of UIs in a time-critical Agile setting.
- Won in-house design competition for best total redesign of Product Search page.

## Education

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**University of Huddersfield** | May 2021

Information and Communication Technology Undergraduate – First Class (A) Grade

- Achieved a 84% (A) grade on my Dissertation: UX review, testing and redesign of the NHS Test & Trace app.
- Gained lots of knowledge in many areas across Web Development and Design, where my passion for UX and Front End started.

**Barnsley College** | June 2017

A Levels

- ICT (A grade), History (B grade), Biology (D grade).

## Other information

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- **Development skills:** HTML, CSS, SASS (SCSS), JavaScript, React.js, TypeScript, Tailwind, Jest, APIs, GIT, BEM
- **Design skills:** UX Design, UX Research, W3C Web Accessibility, A/B Testing Adobe Creative Suite (XD/Photoshop), Figma.
- **Certifications:** Advanced React (Meta), React Basic (Meta), Programming with JavaScript (Meta), Web Accessibility Fundamentals (W3C), UX Design Fundamentals (Google).
- **Languages:** English (Native), Swedish (Limited, actively learning)
- **Notice period:** 8 weeks