

## Front-End Developer CV



**Diane Parmas**

[diane.parmas@gmail.com](mailto:diane.parmas@gmail.com) | +372 5082863 | Tallinn, Estonia | Willing to relocate

[LinkedIn](#) | [Portfolio](#) | [GitHub](#)

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### Summary

Results-driven Front End Developer with 7+ years of experience in designing and developing high-quality, scalable, and responsive web applications. Proficient in English and able to effectively communicate complex technical concepts to both technical and non-technical stakeholders. Recognized by colleagues and clients for a solution-oriented mindset, proactive approach, and excellent attention to detail, I am known for applying creative problem-solving techniques to complex challenges and ensuring project success through effective collaboration and communication.

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### Skills

- **Frontend:** HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, AngularJS (1.5.8), jQuery, Redux
- **Styling:** SCSS, CSS Modules, Responsive Web Design, ARIA Standards
- **Tools:** Git, GitHub, BitBucket, Vite, npm, Jenkins, Bamboo, Chrome DevTools, ESLint, Prettier
- **API & Data:** REST APIs, Axios, Fetch, JSON, XML, YAML
- **CMS:** WordPress – custom themes (PHP), plugin integration, multilingual content
- **Design & QA:** Figma, Adobe XD, Postman, Jira
- **Languages:** English (C2), Estonian (Native), Russian (A2), Italian/Japanese/German (A1)

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### Work Experience

#### ADM Interactive – Estonia

Front End Developer (formerly Junior Front-End Developer) | May 2020 - May 2025

- Progressed from Junior Developer to Developer due to a curious Learner mindset, which led to a demonstrated growth in technical skills, problem-solving abilities, and consistent contribution to the HP Store - EMEA + CA (ISCS Storefront) project
- Worked in a **multicultural, international team**, collaborating with colleagues from all over the world (mainly Europe, Asia and North America) and various departments fostering the capacity to adapt and thrive in different work culture using appropriate communication style and work practices

## Responsibilities

- **Bug Fixing & Issue Investigation:** Identified, troubleshoot, and assigned frontend and backend issues, ensuring swift resolution by directing them to the appropriate team member.
- **Cross-Team Collaboration:** Demonstrated **excellent verbal communication** skills by assisting and mentoring colleagues across various teams, guiding them through complex workflows and testing processes, and providing support.
- **Documentation:** Demonstrated a **proactive approach** and a resourceful input talent by creating clear, concise documentation to support codebase understanding, improving onboarding efficiency and long-term project maintainability.
- **Code Maintenance & Refactoring:** Took ownership of a poorly maintained section of the project, refactoring code to follow **best practices and DRY principles**, thereby improving readability and maintainability.
- **Scalable Component Development:** Developed reusable **React / AngularJS components** to promote code adaptability and reduce redundancy, contributing to a more **scalable and maintainable** codebase.
- **Reliability & Cross-Team Support:** Became a **reliable go-to resource** for colleagues and clients, providing mentorship and support on technical challenges.
- **Jira Management:** Managed and resolved over **300 Jira tickets** through my tenure, handling everything from simple content updates to complex feature development and critical bug fixes.
- **Multilingual & Cross-Technology Development:** Worked on a project using diverse technologies (XML, AngularJS, ReactJS, TypeScript, .NET, YAML, jQuery, etc.) and supported **multilingual, responsive design**, ensuring each backlog item was delivered in a **high quality and timely manner**.
- **Design Implementation:** Utilized a **meticulous attention to detail** to implement **pixel-perfect** designs from files provided by designers, ensuring the final product was responsive and compatible with multiple devices (including desktops, tablets, and smart phones) and with multiple languages.
- **Release Management & Git Operations:** Managed **release processes** by gathering and merging branches into the master branch in BitBucket and GitHub. Handled **hotfixes** and resolved **merge conflicts** to ensure smooth integration and prevent the introduction of new bugs.

## Achievements

- **Complex Third-Party Integration & Major Feature Delivery:** Led the end-to-end implementation of a complex third-party service and a major feature delivery. This required coordinating with 3-4 different teams — including backend developers in India, analysts, and business stakeholders — to define user flows and manage project delivery. Due to a lack of proper support and resources, I took on multiple roles, including **Developer, QA Tester, Business Analyst, and Project Coordinator**. This proactive management and cross-functional coordination resulted in a streamlined purchase flow, a **~9% improvement in checkout conversion rates**, and a seamless delivery with no post-release issues.

- Applied strong **problem-solving skills** and a restorative, insightful approach to independently investigate and resolve a **critical bug impacting the customer checkout process**, which prevented customers from adding product bundles to their cart. This fix, a two-line code solution, restored full e-commerce functionality and directly increased average order value, succeeding where a more senior team member was initially stumped.
- Analytics Functionality Overhaul: Managed the update and integration of an advanced analytics feature within a challenging part of the project code, requiring **close collaboration** with the Indian backend team. Through **persistent and clear clarification** in weekly meetings, I effectively navigated **communication barriers and technical misunderstandings**, ensuring all changes were fully integrated and met project requirements for a **successful delivery**.
  - Implemented Universal Data Layer (UDL): Consolidated 200+ fragmented tracking events into a single, standardized system, aligning EMEA with global storefronts across 30+ countries.
  - Eliminated duplication & improved Performance: Removed two parallel GA implementations, reducing page tracking overhead by **~35%** and improving site maintainability.
  - Enabled Advanced Analytics: Provided analytics and marketing teams with **100%** unified funnel visibility, improving reporting accuracy and reducing time-to-insight **from days to hours**.
  - Supported global rollout: Contributed to the adoption of UDL across regions, ensuring EMEA data consistency with Americas and APJ storefronts.
- Shadow CTO (Configurator Tool): Delivered an interactive laptop/desktop configuration experience, driving a **~4% uplift** in sales.

#### Webmaster | Apr 2018 - May 2020

- Worked for **Hewlett-Packard** on **hp.com** (EMEA countries + RU, BE, SA etc.) and **store.hp.com** in EMEA countries (UK, DE, FR, ES, IT, NL, SE, CH).
- Mostly worked in **content management** in **CMS** (a custom-made CMS and SDL Tridion): often making CSS adjustments, adding content/translations, tiny bug fixes
- Occasionally made **HTML packages** for HP's partners – taking an offer-page from the HP site and re-creating it as **fully responsive separate page** by using **HTML, CSS, JavaScript/JQuery**.
- Collaborated effectively with a **diverse, international team** to deliver high-quality web content, improving teamwork and communication skills.
- Developed strong **remote collaboration skills** in **cross-cultural communication** and in working with team members from different time zones, using tools like Zoom, Teams, and Jira, and enhancing **problem-solving** and adaptability.
- Demonstrated a high level of **efficiency** by consistently multitasking and juggling multiple tasks simultaneously, such as switching between tickets while awaiting code deployment, which ensured **project goals and deadlines** were consistently met.

## Self-employed Freelance Web Developer | Jan 2017 - April 2018

Made **fully responsive web pages** with HTML, CSS, JavaScript/JQuery on WordPress CMS. This included building custom themes and implementing interactive features for clients.

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## Education

### Vocational Degree in Multimedia – Tallinn Polytechnic School, 2014 - 2016

Relevant coursework: Web Development, Photo Editing, Animation, Photography, Colour, Print Design & Layout, WordPress CMS, Programming Fundamentals

Apprenticeship: Completed during the final 6 months of the curriculum as part of the school programme.

- **Web Systems** (Estonian IT Company) (Jan 2016 - May 2016):
    - Completed a **technical assessment** (practical task) as part of the selection process, which tested front-end development, problem-solving, ability to “translate” a design into an actual working responsive web page,
    - Assisted in building/managing dynamic web pages and interactive features using **JavaScript** and **CSS**, developed web pages based on **Photoshop design files**, ensuring pixel-perfect accuracy between the design and the final output (responsive design),
    - Modified web pages via WordPress CMS – adding content/translations, fixing tiny bugs etc.
  - **IES La Sènia institute** in Spain (1-month Erasmus+ Programme, May 2016):
    - Created a simple static HTML page via Joomla CMS, where you can switch the Wi-Fi routers being used in the classrooms
    - Improved the school's web page, which had been created by the students of the school
    - Documented how to use Joomla CMS and wrote a guide on how to use CSS to change a web page's appearance
    - Performed **webmaster tasks** – updated information on the school's web page
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## Additional Information

### Languages:

- Estonian (Native)
- English (C2)
- Russian (A2)
- Italian (A1), Japanese (A1), German (A1)

### Hobbies & Interests:

- Logic & Strategy: I enjoy puzzle and simulation games, particularly those that require **complex system design and automation** (e.g., using logic gates in *Oxygen Not Included*). I also enjoy **team-based games**, which help hone my **collaboration** and **strategic communication** skills.
- Creative Pursuits: Digital drawing and learning to play the ukulele.
- Personal Development: Reading, traveling, learning new languages and visiting museums.