

Fateen Rehman | Located in London

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About Me

An adaptable Frontend Developer with 6+ years of commercial experience delivering high-quality and revenue-driving web experiences. I specialise in building modular content-driven architectures and global localisation workflows, focusing on technical deployment and content execution while leveraging AI-assisted development to enhance delivery speeds.

Core Skills

Frontend: HTML5, CSS3, JavaScript

Backend: PHP, Node.js, Ruby

Frameworks & Libraries: React, Laravel, Next.js, Tailwind CSS

CMS: WordPress, Shopify, Webflow

Version Control & Workflow: Git

Experience

Nosto Solutions | Mid Level / Senior Frontend Developer **2023 – Current**

Architected the website codebase and technical strategy, collaborating with Lead Generation, Content and Design teams to support campaigns that drive revenue growth.

- Building modular CMS components to accelerate page deployment.
- Developing custom features aligned with commercial and marketing goals to improve inbound conversions.
- Integrated Marketo CRM and custom GTM tracking to optimise lead management and performance tracking.
- Boosted organic acquisition by 25% across three international locales through rigorous SEMrush audits and technical SEO and AEO strategies.
- Established development and content upload workflows, ensuring codebase stability and documented processes to support team efficiency and QA.

Dialogue Earth | Frontend Developer **2022 – 2023**

Managed and developed the website codebase, building on existing architecture to enhance audience engagement and retention.

- Developed modular CMS components following Headless patterns.
- Optimised legacy code to improve Core Web Vitals, achieving a 30% increase in PageSpeed Insights scores.
- Optimised technical SEO and site structure to drive organic growth.
- Oversaw the technical maintenance of 7 localised versions, ensuring cross-locale consistency and SEO integrity.

Go Earth | Frontend Developer

2020 – 2022

Architected and built the company website from the ground up, translating marketing requirements into a high-performance site with a robust foundation.

- Directed the full development lifecycle, from initial scoping and architecture to final production deployment.
- Built a library of reusable components, enabling the marketing team to launch new pages autonomously.
- Led technical SEO strategy, optimising performance metrics and site structure which resulted in a 40% increase in inbound enquiries.
- Liaised with leadership to translate business goals into technical roadmaps, ensuring the site drove revenue.
- Served as the main point of contact for all technical issues, ensuring site integrity and performance at all times.

Other Technical Proficiencies

Infrastructure: DNS, Server Management, Email Configuration

Architecture: Headless CMS Workflows, ACF, Component-based Design

Integrations: Adobe Marketo, Middleware, APIs & Webhooks, PropSpace CRM

Animations: GSAP, CSS

Strategy: AI-Assisted Development (Claude CLI), Technical Scoping & Implementation Planning

Design: Figma, Adobe Suite (XD, Photoshop, Illustrator)

Collaboration: Google Workspace, Asana, Jira, Slack

QA: Cross-browser Testing, Site Integrity Audits (SEMrush & Ahrefs), Performance Monitoring (Core Web Vitals)

Education

Middlesex University, BSc (Hons) Computer Communications and Networks (2:1) 2016 – 2020