

Wiz Warde-Aldam

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[LinkedIn](#) | [Portfolio](#) | Clean HGV driving licence (Cat C)

Lead Front-End Engineer with 7+ years' experience building large-scale websites and digital platforms for global brands. Experience spanning React, Next.js, TypeScript, SaaS platforms, front-end architecture, scalable component systems, headless CMS, API integrations, technical SEO and engineering leadership.

Employment

Wiser | Lead Front-End Engineer | Feb 2023–Present

Promoted twice within three years: Front-End Engineer → Senior Front-End Engineer → Lead Front-End Engineer

Front-end lead for WiserSite, Wiser's in-house SaaS platform for building enterprise careers websites. Took the platform from initial concept through to production, owning front-end architecture, the shared component system, Payload CMS integration, technical decisions and delivery.

- Led front-end delivery across WiserSite implementations for enterprise clients, including NEXT, Etihad and H&H, with further platforms in development.
- Architected the reusable component library and configurable page-building system underpinning WiserSite, enabling scalable rollout across multiple enterprise clients.
- Designed scalable Payload CMS collections, page models and publishing workflows supporting reusable content across client implementations.
- Led front-end delivery of NEXT Careers, shortlisted for Best Recruitment Website at the Recruitment Marketing Awards.
- Set front-end engineering standards across accessibility, performance, architecture and build quality.
- Integrated multiple ATS APIs, Google Analytics and Google Tag Manager to power job listings, conversion tracking and recruitment analytics across client platforms.
- Lead technical hiring, code reviews and engineering standards; line manage and mentor front-end engineers through onboarding and professional development.
- Act as technical lead in client and stakeholder meetings, translating product requirements into scalable technical solutions.
- Lead technical SEO and AI discoverability work across crawlability, Core Web Vitals, structured data, metadata and LLM optimisation; introduced AI-assisted workflows for component development and code review.

Selected Projects: [NEXT Careers](#) · [Etihad Careers](#) · [On Careers](#) · [Sky Careers](#)

Global | Junior Creative Front-End Developer | Apr 2021–Jan 2023

- Built animation-rich campaign pages and interactive competition experiences for major UK brands – Capital, Heart, and LBC – in fast-paced delivery cycles

- Developed responsive interfaces using JavaScript, GSAP, and PHP, with a focus on accessibility, performance, and cross-browser reliability
- Collaborated in agile sprints to deliver high-traffic, time-critical promotional campaigns

Freelance | Shopify Developer (Heck Food Ltd.) | Summer 2022

- Rebuilt and launched a custom Shopify site using Liquid templating, managing end-to-end delivery including DNS and go-live
- Implemented SEO and performance improvements to support organic growth

Mapp Digital | Client Technical Services | Jul 2019–Sep 2020

- Developed responsive landing pages and HTML email campaigns using PHP, JavaScript, and REST APIs in a CMS-driven environment
- Contributed to QA, testing, and cross-team agile delivery

Education

University of Leeds | Digital Media BA (Industrial) | Sep 2017– Jun 2021

First Class Honours

Skills

Languages: TypeScript · JavaScript · HTML5 · CSS3 · SCSS

Frameworks & Libraries: React · Next.js · Storybook · GSAP

CMS & Integrations: Payload CMS · DatoCMS · Headless CMS · REST APIs · GraphQL · ATS Integrations · Shopify

Tooling & Testing: Vitest · Jest · Git · Screaming Frog

Architecture & Engineering: Front-End Architecture · Component Libraries · Design Systems · Accessibility (WCAG) · Performance Optimisation · Localisation · Multi-Tenancy

Leadership: Technical Leadership · Code Review · Mentoring · Hiring · Stakeholder Management

SEO, Analytics & AI: Technical SEO · Core Web Vitals · Structured Data · GA4 · GTM · AI-Assisted Development · LLM Optimisation

Interests

Running: Completed the Paris Marathon (2025) and Great North Run (2026); ran 12 half marathons in 2024.

Showjumping: Competed at Horse of the Year Show and Royal International Horse Show (Hickstead).

Art: Drawing intensive at Charles H. Cecil Studios; continue to paint alongside development work.