Iyola Oyabiyi O

Frontend Engineer (Performance & Accessibility) | Web Performance (Core Web Vitals) | WordPress Modernization
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Professional Summary

Frontend engineer focused on performance, accessibility, and measurable business outcomes. I help agencies, startups, and fast-moving teams turn fragile websites into fast, verifiable, and maintainable systems that improve conversion, retention, and trust. I combine performance engineering discipline (budgets, audits, optimization) with user-centered design to ship interfaces that scale with less friction.

Measurement & Reliability Tooling

- Performance & diagnostics: Lighthouse, PageSpeed Insights (PSI), Chrome DevTools, WebPageTest
- Analytics & SEO: Google Analytics (GA4), Google Tag Manager (GTM), Google Search Console
- Accessibility & reliability: axe, WAVE, UptimeRobot

Core Skills

- Frontend engineering: JavaScript, TypeScript, Vue 3, React, Next.js, SPA architecture, state management, routing, API integration, error handling
- Performance: Core Web Vitals (LCP/CLS), performance audits, asset optimization, caching strategy, performance budgets
- Accessibility: WCAG-aligned UI, keyboard navigation, semantic HTML, a11y auditing
- WordPress: Gutenberg/block-first builds, theme customization, maintainability-focused WP development
- Collaboration: cross-functional delivery, backend contract alignment, code reviews, sprint execution, team leadership

Experience

Emerj LLC: Front End Lead

Dec 2025 – Present • Nigeria

- Designed and implemented a scalable Vue 3 + TypeScript SPA supporting multi-tenant organizations, role-based access control, and project-scoped workflows; aligned UI state strictly with backend contracts and permissions.
- Led frontend architecture decisions around routing, state management (Pinia), API client abstraction, and error handling to ensure predictable behavior across complex flows.
- Drove frontend quality standards with stricter type safety, non-mutating linting practices, reproducible builds, and clearer separation between domain logic, UI components, and API services.
- Collaborated closely with backend engineers to clarify ambiguous requirements and surface edge cases early, reducing rework and integration friction.
- Contributed to UX and information architecture decisions for complex enterprise workflows, prioritizing clarity, auditability, and failure visibility.

Freelance: Web Developer & Performance Engineer

Feb 2020 – Present • Nigeria Deliver performance-driven web solutions for startups, agencies, and small businesses using WordPress, React, and Next.js. Focused on Core Web Vitals, accessibility, SEO, and scalable UI systems.
Selected projects and outcomes (public + NDA):

- **DevionCoop Personal Care Home (Nov 2025 - Present)** : built a high-performance, mobile-first website for a US personal care home; performance score 99/100 (Lighthouse/PSI) on a zero-dependency vanilla stack; implemented conversion-optimized click-to-call CTAs and a senior-friendly service directory; validated accessibility via axe/WAVE and set uptime monitoring with UptimeRobot.
- **Crypto & Web3 Landing Pages (NDA, Nov 2023 – Mar 2025):** built high-performance pages for wallets/NFT platforms with wallet authentication (MetaMask/WalletConnect) via Ethers.js/Web3.js; achieved LCP < 2s and CLS < 0.1 (Lighthouse, PSI, WebPageTest); improved onboarding completion time ~35% (GA4); improved conversion tracking accuracy ~25% (GTM/GA4 instrumentation + validation); reduced deployment time ~30% through modular components and CI/CD.
- **Devioncoop Security Prototype (Mar 2025):** delivered a 48-hour redesign; reduced initial render time ~35% (Lighthouse, Chrome DevTools) and lowered bounce probability ~20% (GA4); Lighthouse performance score ~92 (Lighthouse/PSI).
- **Escort Agency Booking Platform (NDA, Apr – Sep 2022):** WordPress + Elementor + ACF build enabling client self-management (~80% support dependency reduction, client-reported); improved data load ~45% and admin responsiveness ~35% (Chrome DevTools, WebPageTest); sustained performance scores in the 90s (Lighthouse/PSI); improved technical SEO readiness (Search Console checks).
- **Outsourced Web Projects (NDA, 2020 – Present):** shipped components, landing pages, and static sites across HTML/CSS/JS, React, Next.js, Node, PHP, WooCommerce; maintained average performance scores 90+ (Lighthouse/PSI) and reduced turnaround time ~30% through reusable patterns and delivery workflow.
- **Lifestyle Restaurant & Lounge (Jan – May 2020):** shipped a responsive marketing site (HTML/CSS/JS + jQuery/Bootstrap) ~40% faster through modular layout system; achieved sub-2s load targets (Lighthouse, PSI, Chrome DevTools); improved indexing speed ~60% and CTR visibility ~25% (Search Console); increased engagement ~20% (GA4).

HNG Tech: Frontend Engineer (Internship)

Oct 2025 – Dec 2025 • Nigeria

- Contributed to shared codebases under tight deadlines, shipping features incrementally in sprint cycles.
- Built user-facing features with a focus on component reusability, accessibility, and performance.
- Collaborated with backend engineers via API contracts; handled data fetching, error states, and edge cases on the frontend.
- Participated in stand-ups and code reviews; strengthened production-oriented team workflows.

Selected Projects

Public / showcase-ready projects (some in progress; links available on request):

HNG Internship Work

- Onboarding widget app (React)
- Audiophile e-commerce (React, Next.js)
- Todo app (React Native)
- Social media app (React Native)
- MyTickets Manager (React, Vue, Twig)

Open-source / Community

- GitHub Streak (Contributor): React

Frontend Mentor

- Weather App: Vue

Personal Projects

- Colors Roulette: Vanilla JavaScript
- Logistic Company: React
- API Tester: React
- Naija Restaurant Website: Vanilla JavaScript
- Dynamic Single-Page Web App: Vanilla JavaScript
- Events Journal: React (In progress)
- shadcn-blocks: React + shadcn/ui

Education

Osun State University: B.Sc. Microbiology Sep 2012 – Jul 2016

Additional Experience

Freelance Marketer & Brand Ambassador (Dec 2018 – Aug 2021)
- Supported nationwide campaigns; contributed to engagement growth up to ~25% (campaign reporting).

Tequila Nigeria: Merchandiser (Sep 2016 – Nov 2017)
- Improved product visibility and sales consistency by ~20% through shelf management and feedback reporting.

Libra Cafeteria: Waiter / Assistant Manager (Mar 2014 – Aug 2016)
- Reduced overtime by ~20% and wait times by ~15% through workflow tracking and daily operations management.

Certifications

(Available on request; can be listed in a dedicated section if needed.)