

# TIM LORENT

## SENIOR FRONTEND ENGINEER

Amsterdam, Noord-Holland 1019 AS, Netherlands | [tim.lorent@icloud.com](mailto:tim.lorent@icloud.com) | +31638436123 | [LinkedIn](#)

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### PROFILE

Senior Frontend Engineer with 8+ years of experience building scalable, accessible web applications in React, TypeScript, and Next.js. Track record of delivering measurable business impact, including a 45% subscription growth at bol and a 3.4% conversion lift at GrandVision. Comfortable operating as the sole frontend lead in cross-functional teams, contributing to architecture decisions, code quality standards, and technical mentoring. Active speaker and mentor in the Dutch tech community through HackYourFuture and Beyond Commit.

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### TECHNICAL SKILLS

- **Frameworks & Libraries:** React, Next.js, Angular, Astro, Apollo Client, TanStack Query, Redux, React Hook Form
- **Languages:** TypeScript, JavaScript (ES2023+), HTML5, CSS3 / SCSS
- **Styling:** Tailwind CSS, CSS Modules, SCSS
- **GraphQL:** Apollo Client, GraphQL schema design, automated type generation
- **Testing:** Cypress, React Testing Library, Vitest, Jest, Enzyme, Cucumber
- **Tooling & CI/CD:** Git, GitHub, GitLab, GitHub Actions, Vercel, Azure, npm, Prettier, ESLint
- **CMS & Data:** Sanity CMS, Tealium data layer, Prisma, Zod
- **Performance:** Core Web Vitals, Lighthouse, lazy loading, code splitting, SSR / SSG
- **Accessibility:** WCAG 2.1, semantic HTML, a11y audits, screen reader testing
- **Methods:** Agile, Scrum, Kanban, stakeholder management, technical documentation

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### PROFESSIONAL EXPERIENCE

#### Senior Frontend Engineer, Impacked

Jul 2025

- Designed and developed a fully responsive landing page using React and Astro, integrated with Sanity CMS — enabling the client to manage and update content independently without developer intervention.
- Delivered semantic, accessible HTML aligned with WCAG standards and brand identity, with attention to SEO and performance (Lighthouse).

*React · JavaScript · HTML5 · Tailwind · Accessibility (WCAG) · Astro · Sanity CMS · Vercel · CI/CD · Git*

#### Senior Frontend Engineer, Bol

May 2025 to Dec 2025

- Led the frontend architecture migration of a subscription platform, resulting in a 45% increase in subscriptions versus the rest of the year and over 4,000 new subscribers.
- Developed and launched features driving 20–25% YoY growth in reactivated subscribers and 45–50% YoY growth in new trial subscriptions, sustaining multi-week momentum across acquisition and retention metrics.
- Operated as sole frontend engineer in a backend-heavy team — owning architecture decisions, component library design, and code quality standards.
- Built, tested, and documented a suite of reusable components using React, TypeScript, and GraphQL, contributing to a scalable and maintainable codebase.
- Drove knowledge sharing through technical documentation and guidance, enabling backend colleagues to adopt the new frontend architecture more efficiently.

*React · TypeScript · GraphQL · Tailwind · Component Library · CI/CD · GitLab · Performance Optimization · Technical Documentation · Code Review*

#### Senior Frontend Engineer, Locus

Mar 2025

- Completely rewrote the demo booking flow, reducing user friction and significantly improving UX and conversion with strategically placed CTAs.
- Implemented internationalisation (i18n) using react-i18next and integrated Locize, enabling the team to manage translations independently and cost-free without consuming development capacity.
- Raised code quality standards by configuring ESLint and Prettier, improving long-term maintainability and scalability.

*React · JavaScript · Tailwind · i18n / Internationalisation · UX Optimisation · Code Quality Standards · Linting · GitLab*

**Senior Frontend Engineer, Incentro (client: GrandVision) Apr 2021 to Feb 2025**

- Took technical leadership of the My Account / Team Official squad, owning frontend architecture decisions and aligning delivery with stakeholder requirements.
- Built the wishlist feature from scratch, demonstrably contributing to a 3.4% conversion lift and 425 transacting users from 13,000 — presented results to major clients including Pearle.nl.
- Implemented the Tealium data layer across the entire CX&D platform, enabling reliable analytics and audience segmentation.
- Established automated type generation from GraphQL schemas, eliminating a class of runtime errors across frontend teams.
- Led frontend community initiatives: introduced new linting rules, enforced WCAG-compliant semantic HTML, and developed an internal AI bot for generating Jira tickets and Confluence documentation.
- Conducted 10+ technical developer interviews across multiple seniority levels.

*React · TypeScript · Next.js · GraphQL · Apollo Client · React Testing Library · Jest · WCAG / Accessibility Audits · Tealium · Data Layer · Technical Leadership · Code Review · Developer Mentoring · Azure · GitHub*

**Frontend Developer, Incentro (client: T-Mobile Nederland) Jun 2021 to Dec 2021**

- Developed a greenfield Angular application in a multidisciplinary team of 20, focused on responsive design and UX optimisation. (NDA applies.)

*Angular · SCSS · TypeScript · HTML5 · JavaScript · Agile / Scrum*

**Frontend Developer & Technical Service Manager, Oberon/Atabix Labs Jan 2019 to Nov 2020**

- Improved the frontend of the TOR vacation homes platform using React, GraphQL, and Apollo Client.
- Built a test automation suite with Cypress and Cucumber alongside a senior developer, significantly improving code quality and release confidence.
- Created My Overview — an internal tool for tracking billable hours per employee.
- As Technical Service Manager, led a two-person service team: triaged bugs and feature requests, managed the Kanban board, and redesigned service desk processes for greater efficiency.

*React · TypeScript · GraphQL · Apollo Client · Test Automation (Cypress · Cucumber · Jest) · Kanban · Open Source · Stakeholder Management*

**Frontend Developer, Humanoids Aug 2018 to Nov 2018**

- Built a modular React application for employee time tracking, including tech stack setup, responsive design, Redux state management, and Jest/Enzyme testing; mentored a fellow trainee developer.

*React · TypeScript · Next.js · Redux · Jest · Enzyme · SCSS · HTML5 · JavaScript*

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## EDUCATION

**Universiteit Utrecht 2016 to 2018**  
MSc Business Informatics (not completed), Utrecht

**Universiteit van Amsterdam 2013 to 2015**  
BSc Informatiekunde, Amsterdam

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## ADDITIONAL EXPERIENCE

**Organiser of Developer Soft Skills Meetup with Le Wagon Nov 2025**

**Speaker at Tilburg Tech Tuesday XXL Oct 2025**

**Founder & Developer Coach, Beyond Commit May 2025**

**Freelance Tech Mentor & Programme Support, HackYourFuture May 2023**

**Host of Agile Working Workshop Nov 2024**

**Speaker at Accessibility Webinar 2023**