

Jay Franks

UX & Optimisation Specialist

PERSONAL PROFILE

A data-driven UX & Optimisation Specialist with agency experience in CRO, user experience, and website performance. Skilled in A/B testing, user analysis, and driving growth.

Experienced in increasing conversion rates, optimising user journeys, and enhancing site speed, with a focus on experimentation and measurable results.

WORK EXPERIENCE

Jun 2022 – July 2025 | Rejuvenate Digital

Front-End Web Developer | 3 Years Agency Experience

- Led A/B testing (VWO) for clients including Vintage Cash Cow and Surridge Sport, running experiments that boosted conversions and engagement (e.g., +8% multi-step sign-up).
- Improved clients site performances, raising Lighthouse scores from the 60s to 90s, while collaborating on user-focused enhancements.
- Analysed results and implemented data-driven recommendations, delivering measurable improvements in conversions, user experience, and website performance.

Nov 2020 – Jun 2022 | Healthy Stuff

Junior Web Developer | In-house Experience

- Led the redesign and rebuild of the company's main e-commerce website, resulting in a 41% increase in sales and improved performance scores into the mid-90s.
- Established and ran the company's first A/B testing programme, with successful experiments such as hero variations that boosted conversions by 6%.
- Balanced technical development with performance optimisation, ensuring consistent improvements to user experience and sales.

VIEW MY
WORK



EDUCATION

2017 - 2020

University of Leeds

BA Digital Media, Second Class Honours

Created a university app to connect students, focusing on UX and usability.

Key modules: Dynamic Web Programming, Design for Digital Media, Information Design, Communication Research Methods.

2013 - 2017

Lutterworth College

A-Level: AAC

GCSE: 6 A's, 1 B, 3 C's

KEY SKILLS

CRO & Optimisation |
A/B Testing | Google Analytics | UX Analysis |
Data Analysis | SEO |
HTML | CSS | JavaScript

CONTACT

 [07548675520](tel:07548675520)

 jay.franks@icloud.com

 [jayfranks99](https://www.linkedin.com/in/jayfranks99)

 Leicester, LE8 6BJ

Jay Franks

UX & Optimisation Specialist

WORK EXPERIENCE

Sep 2020 – Nov 2020 | Aspex

Front-End Developer & Digital Marketing Executive

- Delivered new website sections and improvements, LinkedIn and Mailchimp campaigns, and implemented a new payment system to enhance customer journey and efficiency.

KEY PROJECTS

Vintage Cash Cow | A/B Testing Programme

- Ran A/B tests in VWO including a multi-step signup form that delivered a 8% increase in conversions.
- Implemented iterative UX/UI improvements across landing pages, signup flows, and product cards to boost engagement.
- Improved UX and error handling on postage pack sign-up forms, boosting conversions and reducing user friction.

Surridge Sport | UX Optimisation & Performance

- Delivered new personalised shopping features, including “Recommended Products” tool and dynamic delivery banners, increasing conversion rates.
- Ran A/B tests and front-end enhancements in VWO, improving product page UX, category page layouts and navigation.
- Executed consistent UI updates across pages, enhancing usability and elevating overall e-commerce performance.

Allergy Test | E-commerce Redesign & Rebuild

- Spearheaded a full site redesign and rebuild, achieving a 41% uplift in sales and raising Lighthouse performance scores from the 40s to mid-90s.
- Rolled out the optimised platform across 5 international sites, showcasing project success and scalability.

VIEW MY
WORK



MY SKILLS

CRO & Analytics

A/B & Multivariate Testing | VWO | Hotjar | GA4 | Google Tag Manager | CRO Audits | User Journey Analysis | Data Analysis | Heatmaps

Web & UX

Page Speed Optimisation | SEO | HTML, CSS, JS | UX/UI Improvements | Usability Testing | Accessibility

Soft Skills

Cross-Functional Collaboration | Agile Workflows | Analytical Problem-Solving | Communication | Attention to Detail

INTERESTS

Passionate about sports and running, as well as exploring new Digital Optimisation trends.

CONTACT

 [07548675520](tel:07548675520)

 jay.franks@icloud.com

 [jayfranks99](https://www.linkedin.com/in/jayfranks99)

 Leicester, LE8 6BJ