

HITEN PATEL

Senior Frontend Engineer / Architect

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PROFILE

Frontend engineer and technical lead delivering high-performance web platforms for global enterprises including Roche, Sony PlayStation, Virgin Media and Snowflake. I design component architectures and design systems, set frontend technical strategy, and build the systems that make teams faster: schema-first code generation, progressive hydration, typed data layers and automated CI/CD. Specialist in modern TypeScript tooling (Lit, Vue, React) and complex state, search and integration work, with WCAG accessibility built in as standard. I own delivery end to end, from architecture and tooling through release.

Deep Adobe Experience Manager background (AEM Cloud and 6.x, Adobe Certified Sites Developer), now applied frontend-first, with AI-assisted backend work (Sling Models, OSGi) when a task calls for it.

KEY SKILLS

Architecture & Strategy: Component Architecture & Design Systems, Schema-First Code Generation (YAML-to-code), Frontend Technical Strategy & Leadership, Performance Optimisation & Core Web Vitals

Languages & Frameworks: TypeScript, JavaScript (ES6+), Lit Web Components, Vue.js, Vuetify, React, Next.js, HTML5, CSS3, SASS / LESS / CSS Custom Properties

Platforms & Tooling: Adobe Experience Manager (AEM Cloud & 6.x), AEM Edge Delivery Services (EDS), Vite, Storybook, Node.js, NPM, CI/CD, Git, Bitbucket, GitHub

Quality & Practice: WCAG 2.1 Accessibility & ARIA, Responsive & Mobile-first Design, AI-Assisted Development

EMPLOYMENT HISTORY

3|Share, Remote

2021 – Present

Senior Frontend Developer

Senior consultant leading frontend architecture and delivery for global enterprise clients. Engagements: Snowflake University, learn.snowflake.com (2025 to present) and Roche Global Healthcare (2021 to 2025).

- Designed a schema-first code generation pipeline for Snowflake's AEM Cloud learning platform: single YAML definitions generate TypeScript types, Lit scaffolds, AEM dialogs and HTL across 40+ production components.
- Engineered performance with progressive hydration, cascade-layer design tokens and manual-chunk splitting on a Vite 7, Lit 3, TypeScript 5.9 and Storybook 10 stack.
- Owned search and discovery for medically.roche.com: Solr-backed single-page search and faceted filtering across publications, clinical trials, congress programmes and medical information, reconciling three search contexts via redesigned Vuex state with deep-linkable parameters.
- Refactored Vue to the runtime build for strict Content Security Policy compliance and migrated Roche's medical information request system from Vue 2 to Vue 3 with webpack code-splitting.
- Built authenticated clinical trial bookmarking for Roche's patient platform, integrating a legacy Vuex store with AWS DynamoDB and Cognito, with event-driven state sync across pages.
- Built the oneDataLayer analytics framework: one TypeScript class covering page views, clicks, scroll depth, search and OneTrust consent; AEM components integrate via a single data attribute.
- Established CI/CD and testing standards: GitLab CI with automated semver releases and zero-touch deploys to Adobe Cloud Manager; Web Test Runner, Playwright and axe-core across every component.
- Integrated Google reCAPTCHA v2 via a promise-based service, resolving async race conditions between token resolution and form submission.
- Led WCAG remediation ahead of the June 2025 EU Accessibility Act deadline, validated against NVDA and VoiceOver, and handled production incidents on live healthcare platforms.

Immediate Media, London

2020 – 2021

Senior Frontend Developer

- Worked on a WordPress-based platform serving high-traffic brands including BBC Good Food, History Extra, and Made for Mums.
- Contributed to both headless and traditional CMS implementations using React, Next.js, Node.js, and modern ES7+ JavaScript.

- Developed and shipped new features across multiple brand properties, improving user experience and editorial workflow.

Sony PlayStation, London

2016 – 2020

Senior AEM Frontend Developer

- Led the migration of the community forum UI from Lithium to AEM Communities and spearheaded a global site redesign.
- Delivered frontend solutions for PlayStation's global web presence on AEM, collaborating across frontend, backend, and QA teams in an agile environment.
- Rebuilt the help and support section as a single-page application using AngularJS, significantly improving navigation and user satisfaction.
- Introduced the Jasmine testing framework to the frontend workflow. Won the internal Collabathon with a React and Node.js prototype.

Virgin Media, Hook

2014 – 2016

Lead Frontend Developer

- Led a team of up to 7 frontend developers (including 3 offshore) through the renewal and migration of the Virgin Mobile platform.
- Defined frontend technical strategy, mentored team members, and ensured UX and design decisions aligned with technical feasibility.
- Drove the migration of Care and Sales platforms into a unified AEM stack, implementing component and template development in Sightly (HTL).
- Introduced Grunt and SASS into the Maven build process, improving frontend developer experience and deployment efficiency.

Virgin Media, Hook

2012 – 2014

Senior Frontend Developer

- Maintained the Virgin Media customer portal, a high-traffic platform for broadband, TV, and phone account management.
- Implemented responsive design practices to support multi-device access across the portal and companion applications.
- Delivered features using HTML5, CSS3, SASS, JavaScript, jQuery, AJAX, and Velocity on Adobe CQ5 CMS.

Perform Group, Feltham

2010 – 2012

Web Developer

- Built and maintained high-profile sports media websites with large user bases, delivering features under tight deadlines in HTML5, CSS3, JavaScript, jQuery, Freemarker, XSLT, and XML.

Brandwidth, Windsor

2009 – 2010

Web Developer

- Created hand-coded HTML, CSS, and JavaScript solutions for clients including Toyota and Holiday Inn, building Brandwidth's corporate website to W3C validation standards.

PERSONAL PROJECTS

RadioShake — radioshake.media

2025 – Present

- Solo-built a full-featured Android + Wear OS internet radio app using Kotlin, Jetpack Compose, Media3/ExoPlayer, Hilt, and Room. Ships to Google Play with Android Auto support, 45,000+ stations from radio-browser.info, ICY metadata, sleep timer, and a Shake-to-Discover gesture. Developed entirely with AI-assisted engineering: architecture, code generation, testing, and automated Play Store releases via Forgejo Actions CI/CD pipeline.

ask.hiten.dev — AI chat over my CV

2026 – Present

- Built and self-hosted an LLM-powered Q&A on my experience: Astro 5 SSR with strict TypeScript and no client framework, a vanilla streaming client parsing server-sent events, Llama 3.3 70B via Groq with automatic provider failover, token-bucket rate limiting, and Forgejo Actions CI/CD deploying behind Traefik with automated TLS.

CERTIFICATION

Adobe Certified Sites Developer, 2015

EDUCATION

Home Learning Direct — VB.NET and Java VB.NET: Distinction Java: Distinction	2005
HND Computer Science — De Montfort University	2003
A-Levels — East Berkshire College, Windsor Biology (B), Psychology (B), Law (C)	2001
GCSEs — Beechwood School, Slough 9 GCSEs including English Literature (B), Mathematics (B), Double Science (AA)	1999