

SAMUEL ISOLA

The Trust Researcher — Front-End Developer & Conversion Optimization Specialist

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PROFESSIONAL SUMMARY

Front-end developer specializing in responsive landing pages and conversion rate optimization (CRO). I study why visitors hesitate to trust a business online, then build pages that remove that friction — combining behavioral research, usability principles, and front-end development.

EXPERIENCE

Independent Front-End Developer *2025 – Present*

- Designed and developed responsive landing pages using HTML, CSS, and JavaScript.
- Built trust-focused user experiences guided by CRO principles.
- Evaluated modern front-end tools and workflows, contributing developer feedback.

PROJECTS

The Trust Researcher — Research-Driven Personal Portfolio

Technologies: HTML5, CSS3, JavaScript, Figma

- Designed and developed a research-driven portfolio exploring customer trust and conversion psychology.
- Built a trust-first personal brand, optimized for responsiveness, accessibility, and performance.

Responsive Landing Pages

Technologies: HTML5, CSS3, JavaScript

- Built responsive landing pages using semantic HTML, applying UX, accessibility, and conversion-focused design principles.

TECHNICAL SKILLS

Front-End Development: HTML • CSS3 • JavaScript • Responsive Web Design • Semantic HTML • Accessibility (WCAG Basics)

Conversion Optimization & UX: Landing Pages • CRO • User Journey Analysis • Trust-Focused UX • Landing Page Audits

Analytics & Testing (Growing Skillset): GA4 (Learning) • GTM (Learning) • Microsoft Clarity • A/B Testing • Funnel Analysis

Tools: Git • VS Code • Figma • Chrome DevTools

PROFESSIONAL DEVELOPMENT

- Studying Conversion Rate Optimization (CRO) and expanding into SEO.
- Exploring analytics, experimentation, and A/B testing.
- Currently in a 6-week Devblog Accelerator cohort, developing dev-blog writing skills.

EDUCATION

University of Ilorin — Bachelor of Science (B.Sc.) in Computer Engineering

Expected Graduation: 2031

“Research Never ends. Only better questions begin.”