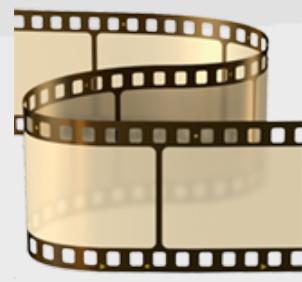
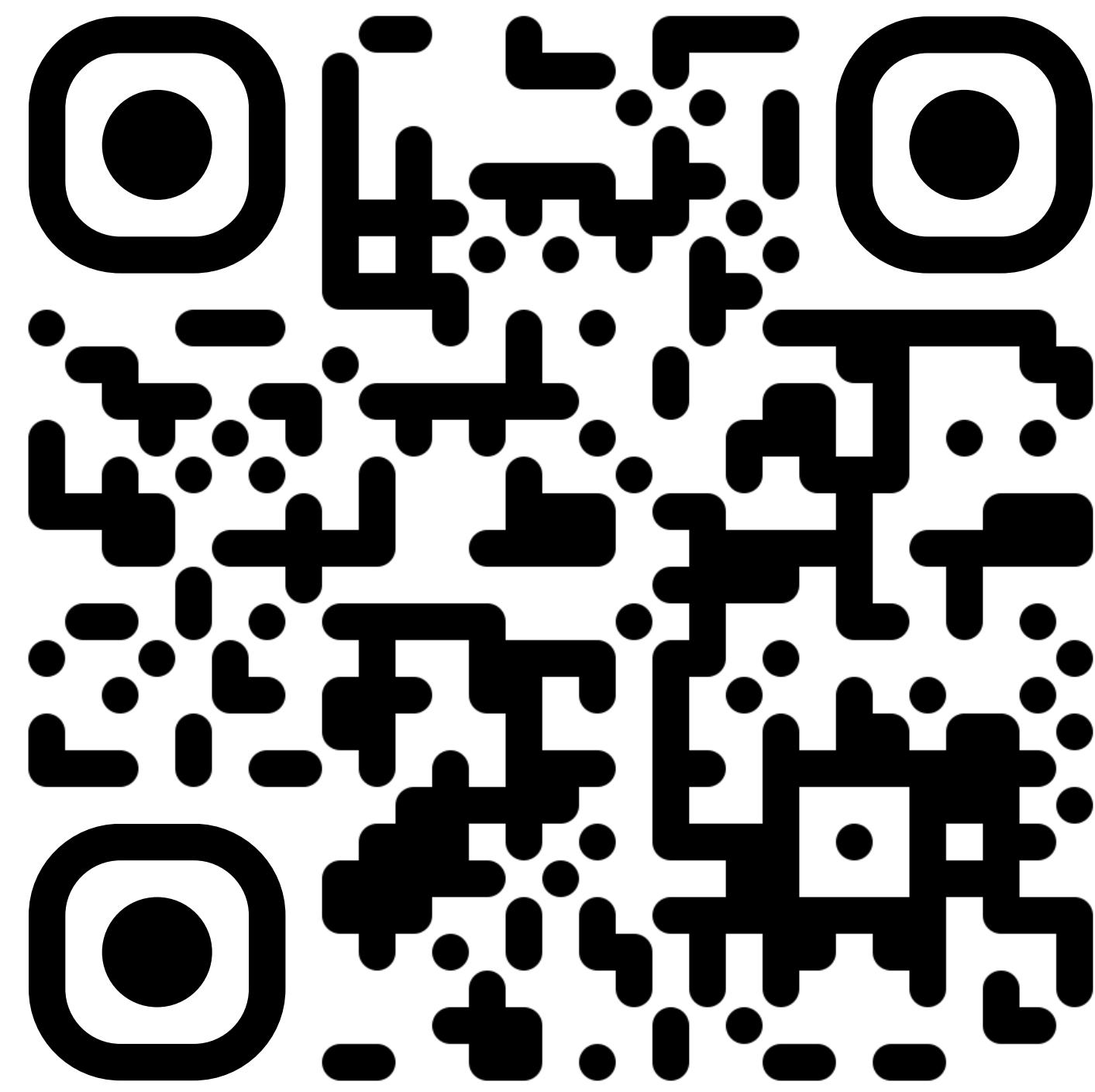


# Hi, I'm Elly Loel (she/her)



[elly.to/wdc24-slides](https://elly.to/wdc24-slides)



# Front-end developments identity crisis

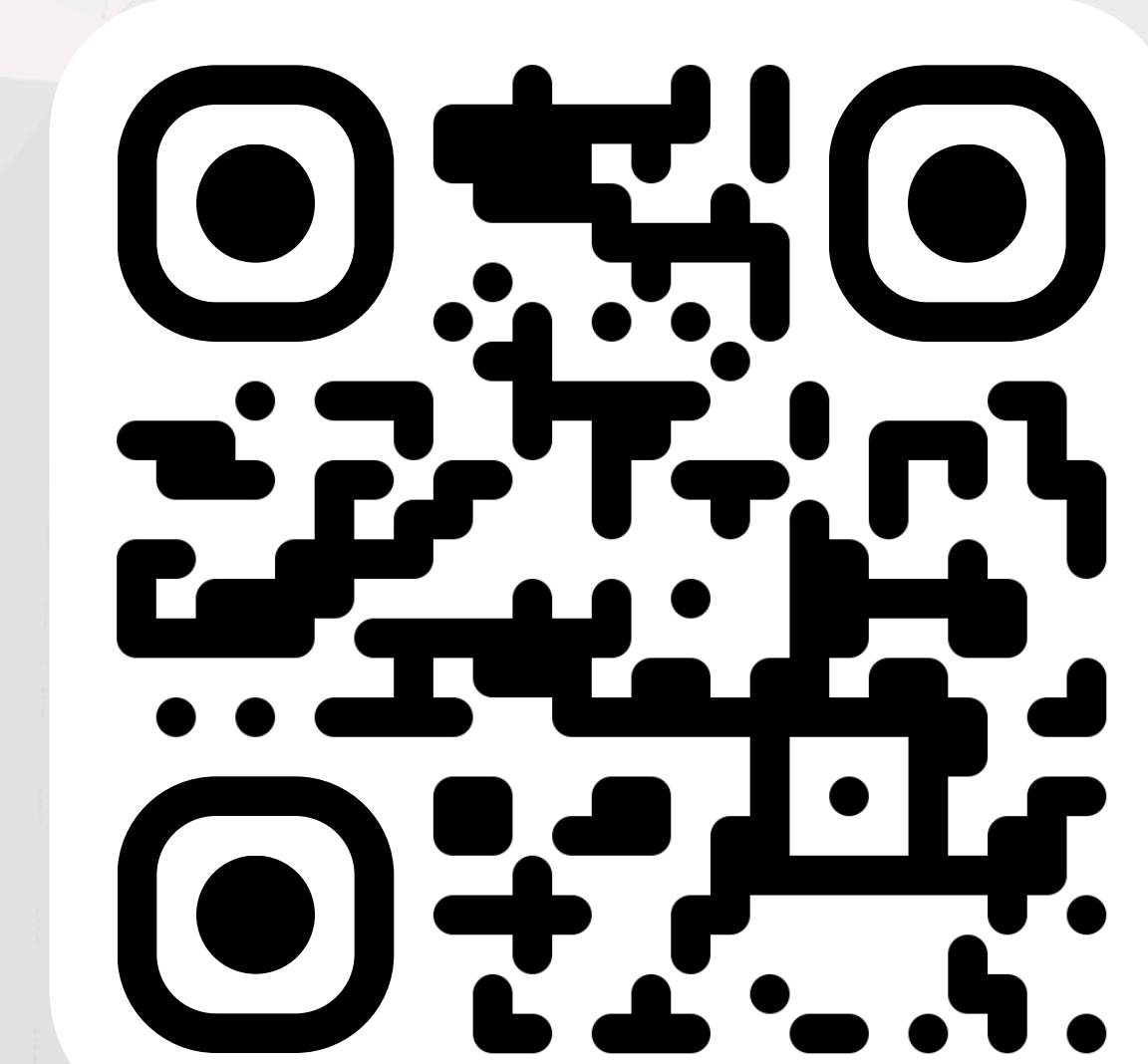
<e//y>

What would you call someone who:

- Builds accessible and **usable** UIs
- Uses HTML, CSS, and  JS
- Collaborates with **designers**,  
developers, and testers



[elly.to/wdcl](https://elly.to/wdcl)



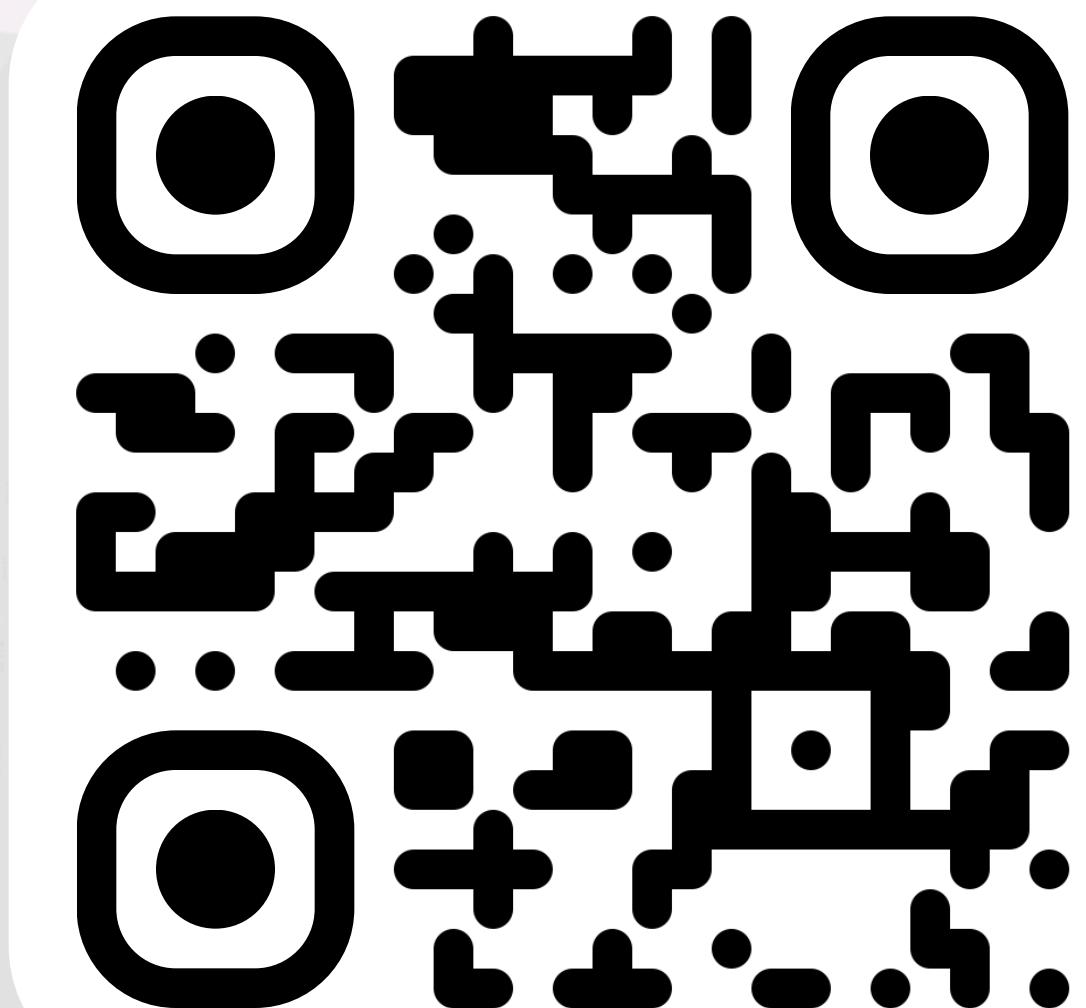
`<e//y>`

# Same question, but *doesn't*:

- 🚫 Develop and optimise application logic
- 🚫 Integrate data sources and services
- 🚫 Test performance and functionality
- 🚫 Manage JS tooling and infrastructure



[elly.to/wdcl](https://elly.to/wdcl)



<e//y>

I'm not a  
**full-stack developer**

*regardless of what my last job title says*

I'm not even a  
**front-end developer**

*thanks to the JavaScript-industrial complex*

I'm a

of-the-front

**front-end developer**

*but that's too long*

`<elli>`

So, I'm a  
**web designer**

<e//y>



<e//y>

That was densely packed,  
**so let's break it down**

`<e//y>`

I'm not a  
**full-stack developer**

*regardless of what my last job title says*

I know how to do  
full-stack development,  
not because I wanted to  
but because I *had* to.

<e//y>

“developer”

`<e//y>`

~~front end~~

~~back end~~



```
<section id="page-top">
  <section data-section-id="page-top" style="display: none;">
    </section>
  </section>
<main>
  <section id="main-content">
    <header id="main-header">
      <h1>...</h1>
      <section class="container-fluid">
        <section class="row">
          <article class="content col-sm-12">
            <section class="content-inner">
              <div class="content__body">
                <article class="slider">
                  <section class="slide">
                    ...
                  </section>
                </article>
              </div>
            </section>
          </article>
        </section>
      </section>
    </header>
  </section>
</main>
```

<e//y>



```
<?php  
function isEven($number) {  
    if ($number == 1) return false;  
    else if ($number == 2) return true;  
    else if ($number == 3) return false;  
    else if ($number == 4) return true;  
    else if ($number == 5) return false;  
    else if ($number == 6) return true;  
    else if ($number == 7) return false;  
    else if ($number == 8) return true;  
    else if ($number == 9) return false;  
    else if ($number == 10) return true;  
    else if ($number == 11) return false;  
    else if ($number == 12) return true;  
    else if ($number == 13) return false;
```

<e//y>

*“HTML, CSS, JavaScript, Python, C#, and SQL may all be code, but they’re really quite different kinds of code and are suited to different kinds of people.”*

— Heydon Pickering in Reluctant Gatekeeping: The Problem With Full Stack

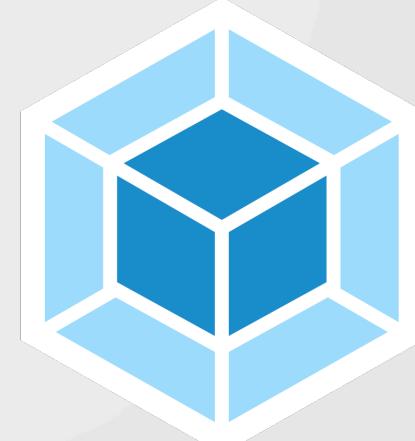
*“The value you want from a CSS expert is their CSS, not their JavaScript, so it’s absurd to make JavaScript a requirement.”*

— Heydon Pickering in Reluctant Gatekeeping: The Problem With Full Stack

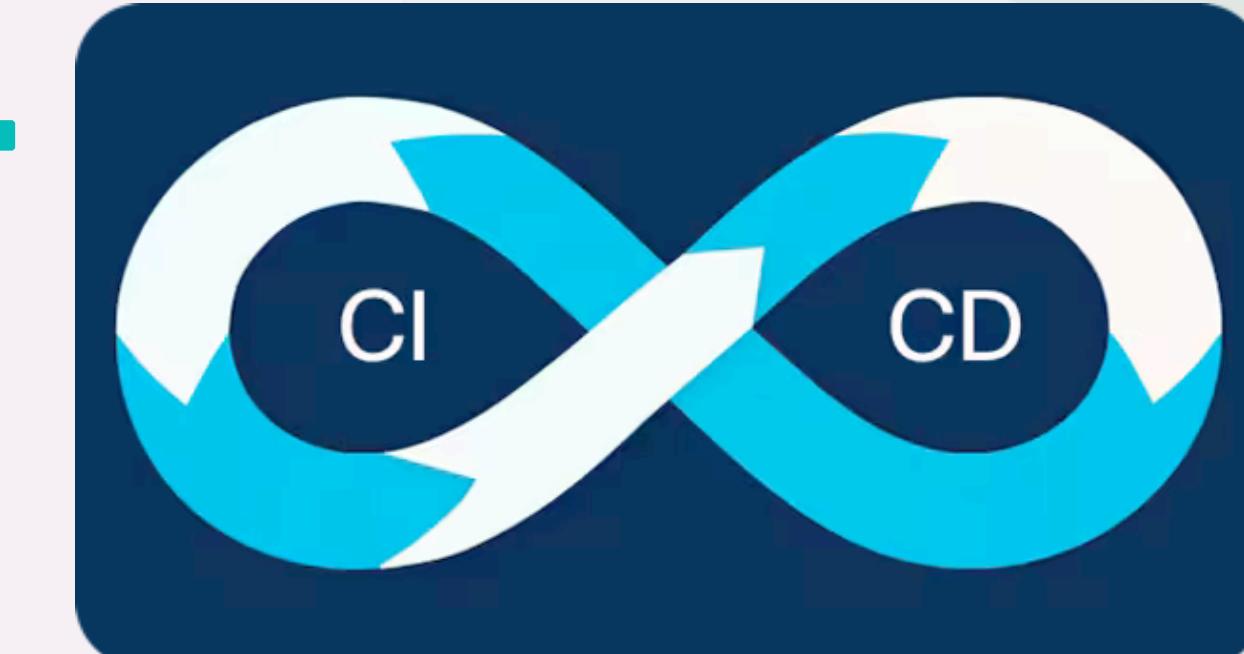
Vercel



— netlify —



webpack

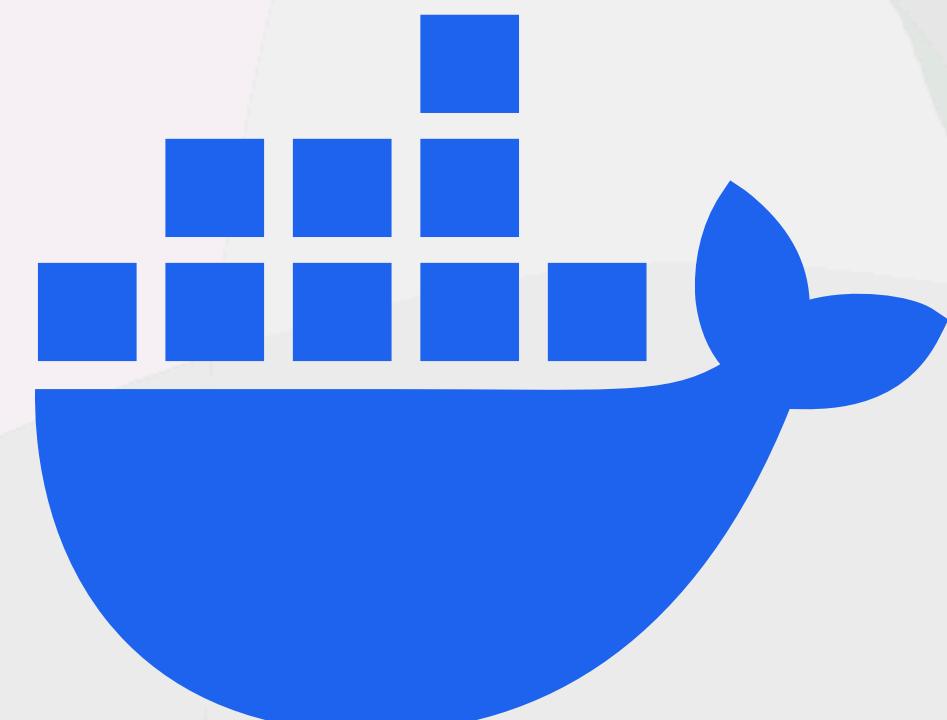
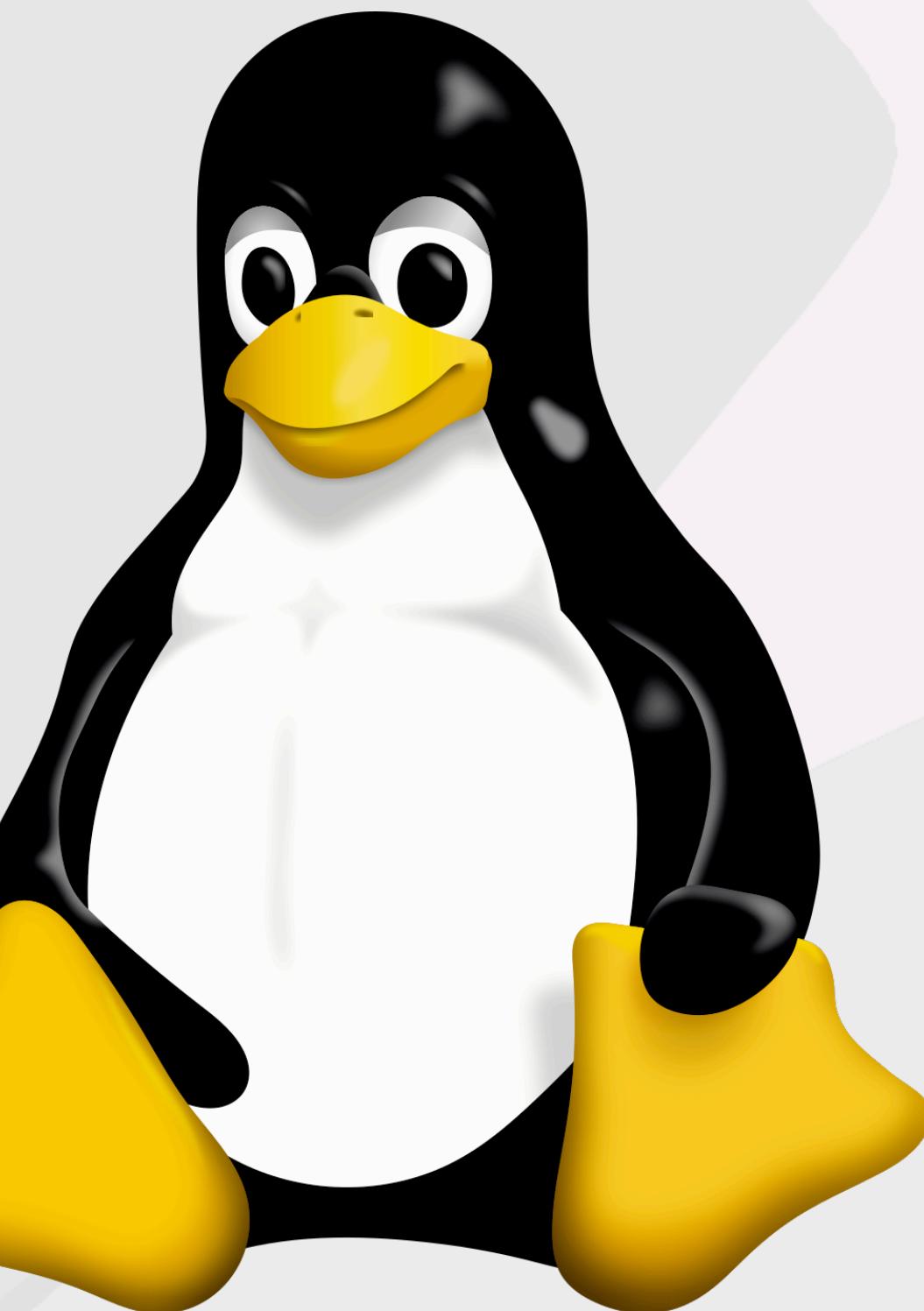


SQL

aws



serverless



php

NEXT.JS

MySQL®

<e//y>

Please let me do  
what I'm good at!

<e//y>

I'm not even a  
**front-end developer**

*thanks to the JavaScript-industrial complex*

NEXT.JS



TURBOPACK



webpack



VITE



<elliy>

I came into the industry during  
the reign of React

<e//y>



<e//y>

I hate it.



**BORN TO WEB**  
**INDUSTRY IS A FUCK**

鬼神 Kill Em All 2024

I am web designer

410,757,864,530 REACT DEVS

<e//y>

*“Not only are new services being built to a self-defeatingly low UX and performance standard, existing experiences are pervasively re-developed on unspeakably slow, JS-taxed stacks.”*

— **Alex Russell** in *The Market for Lemons*

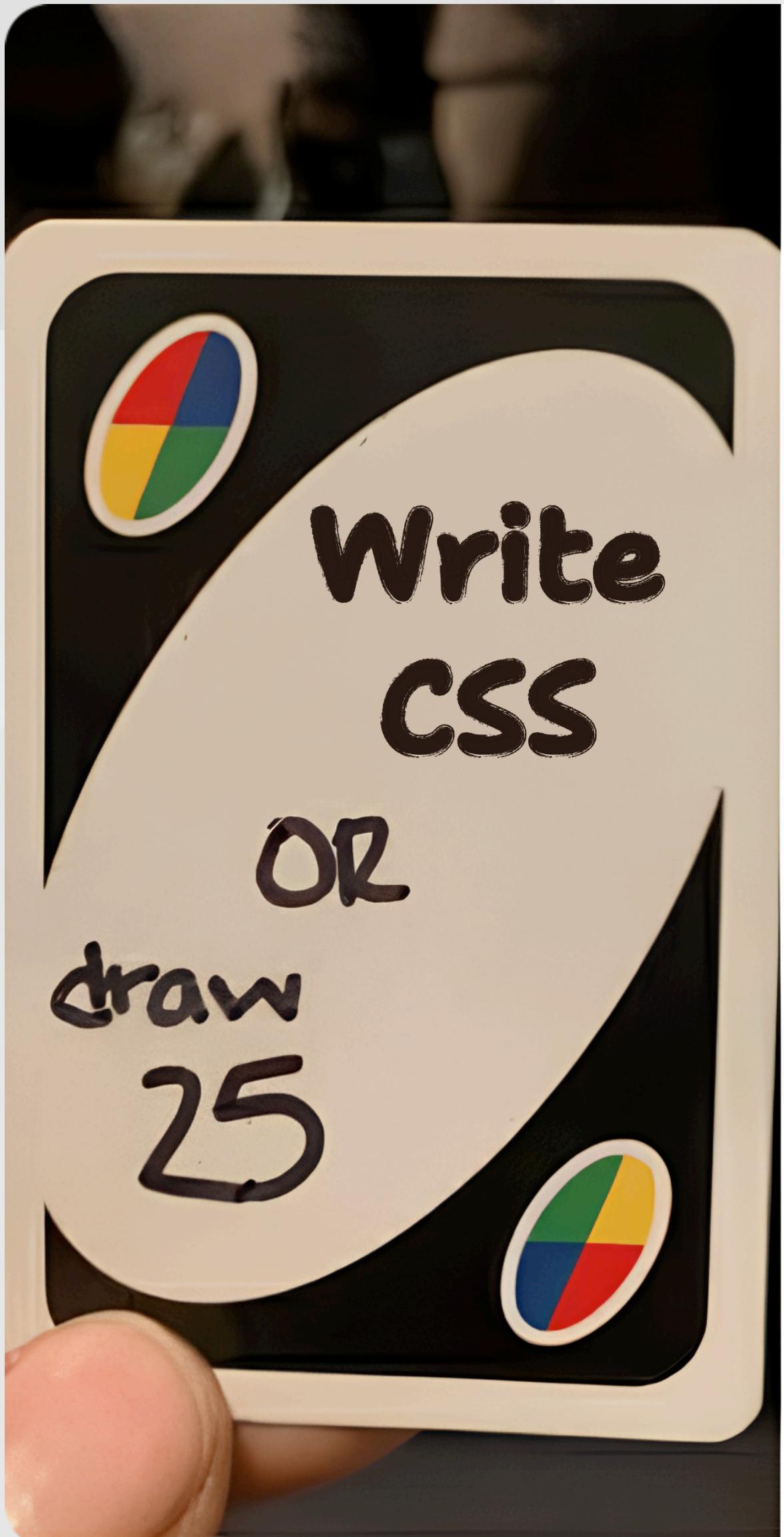
Even if I didn't have issues with it  
I should still be able to choose  
not to use it, right?

<e//y>



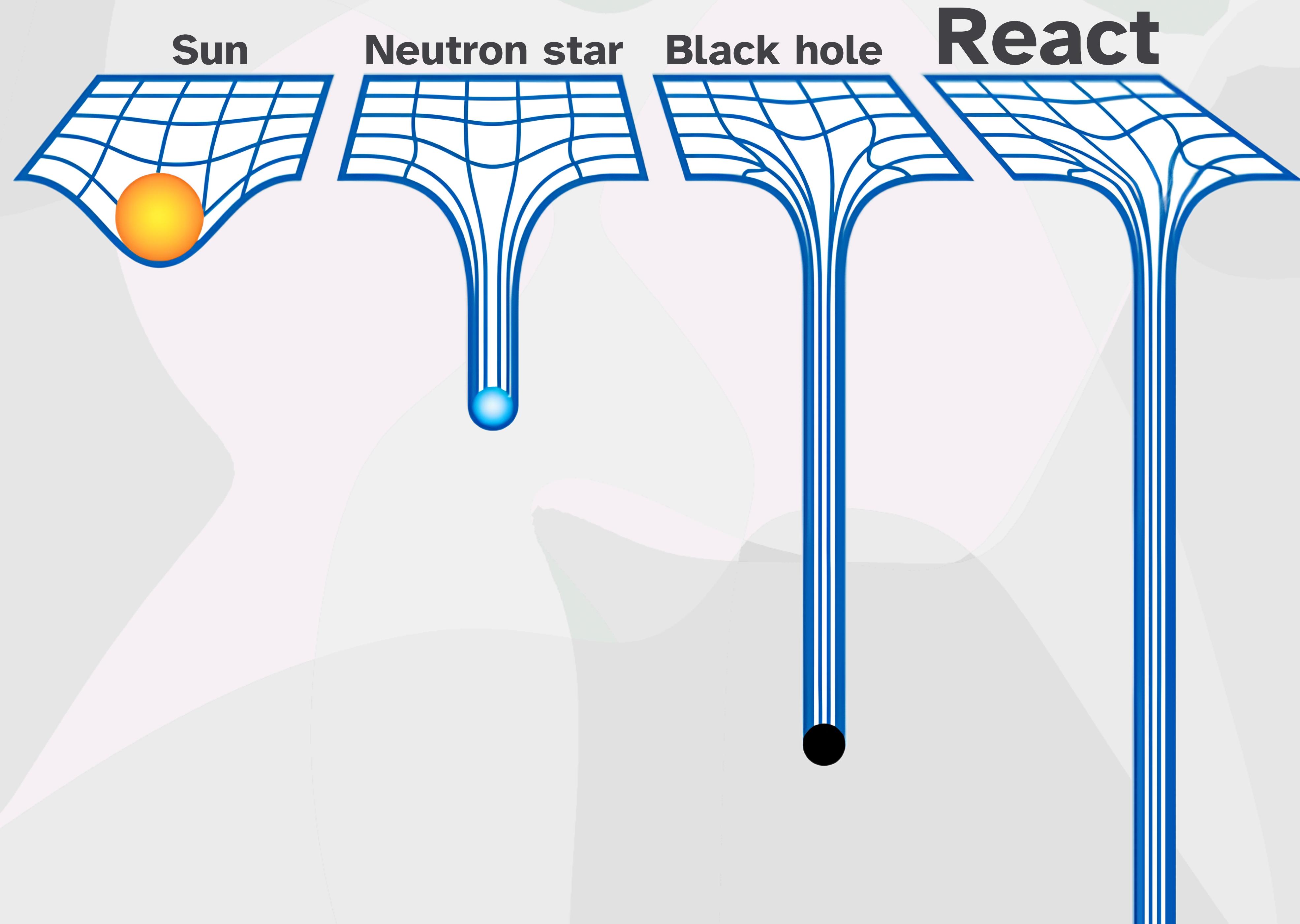
Okay, so I can't escape React

<e//y>



If you can't beat 'em,  
join 'em, I guess? 🤷‍♀️

<e//y>



$\langle e/y \rangle$

*Yikes! I need some  
separation of my concerns.*

*<e//y>*

front-end work  
has been devalued



It isn't treated as a full-time job

<e//y>

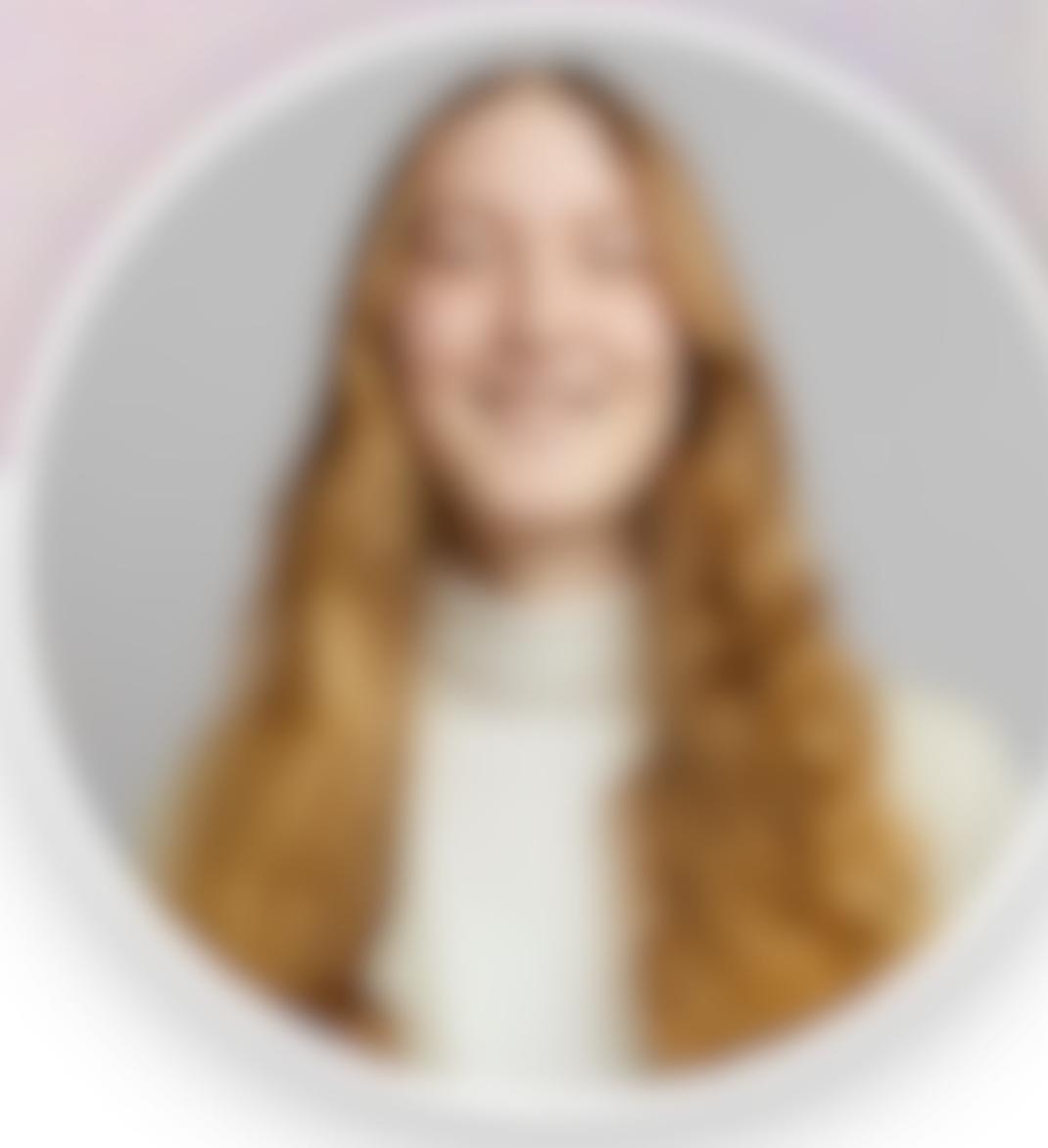
Now front-end no longer  
actually means front-end

**Front-end**  **Full-stack**

So, I must be something else?

<e//y>

I'm a  
**front-of-the-front-end  
developer?**



Elly Loel

## Front-of-the-front-end De...

Melbourne, Victoria, Australia

1K followers · 800+ connections



Department of Employment and  
Workplace Relations



Swinburne University of  
Technology

People have come up  
with new titles

# UX engineer

<e//y>

# Design engineer

<e//y>

**Full-stack  
developer**

**Design  
engineer**

We need you to find the differences  
between these two pictures



They're the same picture.

**<e//y>**



# “Engineer”

<e//y>



You shouldn't have  
to be an engineer  
to be paid your worth



<e//y>

# Web Mistress



# Web Witch



# Web Crafter



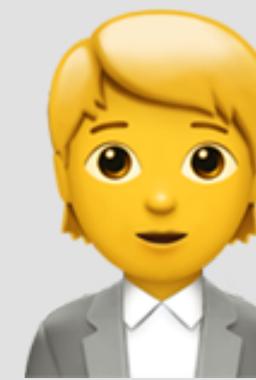
# Web Artisan



# Web Worker



# Web Specialist



<e//y>

There's a better option!

<e//y>

I'm a  
**web designer**

<e//y>

Why do I think that this is  
the best title?

I'm a designer and  
the web is my medium

<e//y>

# I'm designing for the web

<e//y>

# I'm designing with the web

<e//y>

# Why does this matter?

<e//y>

# You're doing too much

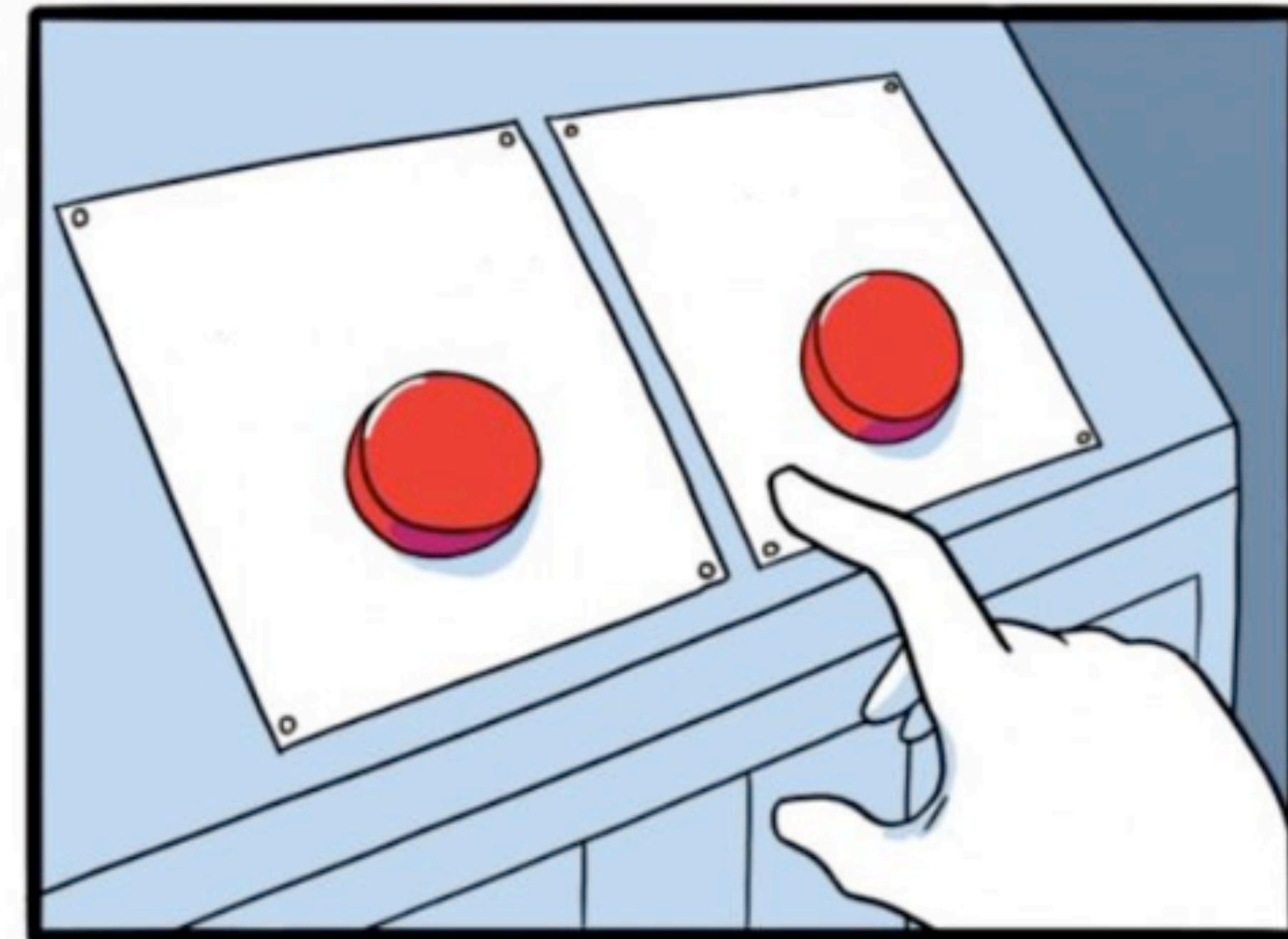
<e//y>

*Everyone else deserves better*

*<e//y>*



<e//y>



JAKE-CLARK.TUMBLR

<e//y>

This site uses cookies. Is that a problem for you?

Not really, no

Yes

Please

Welcome

These terms are  
Website.

[Insert Company  
[insert street] [i  
[insert state / re

©lose 2024

By accessing this website we assume you accept these terms and conditions in full.  
company or website name]'s website if you do not accept all of the terms and condi

The following terminology applies to these Terms and Conditions, Privacy Statement and  
all Agreements: "Client", "You" and "Your" refers to you, the person accessing this website  
Company's terms and conditions. "The Company", "Ourselves", "We", "Our" and "Us"  
"Parties", or "Us", refers to both the Client and ourselves, or either the Client or our  
acceptance and consideration of payment necessary to undertake the process of our  
most appropriate manner, whether by formal meetings of a fixed duration, or any other  
of meeting the Client's needs in respect of provision of the Company's stated services  
subject to, prevailing law of [insert country]. Any use of the above terminology or other  
capitalisation and/or he/she or they, are taken as interchangeable and therefore as  
Holding ALT to scroll faster is cheating and not allowed.

Hurry up, time is ticking!

00:04:25

Lock

How can we help?

Help

Send  
to bottom

# What now?

<e//y>

# Don't give up!

<e//y>



A BOOK APART

NO  
47

Ethan Marcotte

# YOU DESERVE A TECH UNION

<e//y>



<e//y>

Advocate for  
preventing overwork  
**AKA abolish full-stack roles**

Advocate for more  
specialised roles

# Advocate for better quality

<e//y>

# Advocate for care

<e//y>

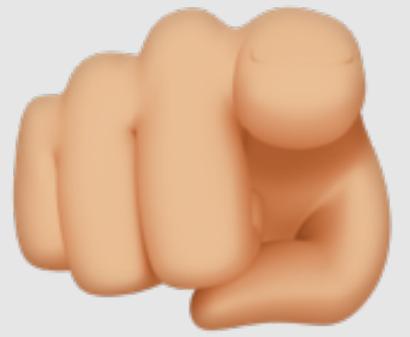
# Change how you refer to yourself

<e//y>

# Change how others refer to you

<e//y>

# Leadership & management



<e//y>

# Thanks for listening!

🔗 [ellyloel.com](http://ellyloel.com)

🐘 [@elly@front-end.social](mailto:@elly@front-end.social)

