

Jason Macfarlane

FRONT-END ENGINEER

Front-end engineer with 9+ years of experience developing and designing interactive, scalable, and accessible web applications. Experienced working with Vue, Nuxt, Angular, Node.js, and more, and can quickly adapt to other frameworks, technologies, and practices.

EXPERIENCE

FRONT-END ENGINEER

Spring Financial, Vancouver, BC (remote) — May 2021 – Present

Collaborate with front-end, back-end, and salesforce engineers and product owners to ship financial applications to help Canadians get personal loans or build their credit, all through automated flows.

- **Projects:**

- Foundation application flow – a flow for customers to apply and quickly get approved for Spring's credit-building product
- Customer self-serve dashboard, which shows the customer's credit score, credit history, and Spring product recommendations
- Develop and style live chat (powered by Salesforce) on website and application flows
- Website redesign/rebranding, blog, and testimonials

- **Skills:** Nuxt, Vue, Jest, HTML, SCSS, Salesforce, PHP, Figma

CREATOR & FULL-STACK DEVELOPER

Web Code Tools – April 2014 – Present

Developed and designed a web code generator for beginning web developers to learn HTML, CSS, and Schema.org markup to improve SEO and user experience.

- #1 Product of the Day on Product Hunt — May 21, 2017
- 60K+ users, 185K+ page-views per month as of November 2022
- **Skills:** Nuxt, Vue, Node.js, HTML, SCSS, Google Analytics, GTM

WEB DEVELOPER

Works Design, Toronto, ON — November 2016 – May 2021

Worked with top-tier designers to build responsive, WCAG Level AA compliant, interactive websites for large corporations. These include annual reports, sustainability reports, and corporate websites.

- Cross-browser/device testing in IE11, Edge, Chrome, Firefox and Safari
- UI/UX planning and recommendations
- **Clients:** Newmont, New Gold, GTAA, Corby Spirits and Wine, Maple Leaf Foods, Sherritt
- **Skills:** HTML, CSS & SCSS, Javascript, PHP, MySQL, Adobe XD, Adobe Photoshop

Location

Toronto, ON

Phone

+1 (613) 857-0720

Email

jasonmac5@gmail.com

Website

jasonmacfarlane.dev

GitHub

github.com/JasonMacfarlane

LinkedIn

linkedin.com/in/jason-macfarlane

Languages

English, French

SKILLS

Vue
Nuxt
Node.js
Angular
TypeScript
JavaScript
React
CSS & SCSS
HTML
GraphQL
PHP
MySQL
MongoDB
Git

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OWNER & DEVELOPER

Personalized phone case e-commerce store — July 2019 – April 2020

<https://github.com/JasonMacfarlane/wallet-case-personalization-store>

Designed and developed a print-on-demand Shopify store selling personalized wallet phone cases. Used Angular, Angular Material and the Shopify JS SDK, Shopify Admin GraphQL API, and the Shopify Storefront API. This approach allowed for maximum flexibility, like custom checkout pages and tailored landing pages based on the user's interests from targeted ads.

- Developed a product customizer with real-time product previews to give the customer an accurate representation of their product and increase the conversion rate
- Used the image processing library Sharp to optimize images that customers upload
- Developed custom checkout pages to allow for custom, dynamic product images during checkout (usually not possible without paying for Shopify Plus)
- Integrated Stripe and PayPal for checkout options
- Successfully tested early versions with real customers and sales using Facebook ads
- **Skills:** Angular, Shopify Admin API, Stripe API, PayPal API, HTML, SCSS, Google Analytics

SELF-EMPLOYED

Freelance web developer — June 2013 – March 2020

Worked on various small projects for clients around the world, including:

- Built & optimized websites in various industries, from local gyms, to cruise boat tours in France, to web hosting companies
- Developed a custom Shopify store for a local doughnut delivery business
- Customized Shopify templates and developed plugins
- Built an online portal using Shopify JS and the Shopify Storefront API for a local pet store so customers can order online (Shopify JS and Shopify Storefront API)
- Built an API and dashboard for a startup in the caregiving space
- **Skills:** HTML, CSS, Shopify Admin API, Shopify Storefront API, Liquid, JavaScript, Node.js, Angular, Vue, Nuxt, PHP, WordPress

EDUCATION

Computer Engineering — Algonquin College, Ottawa, ON

Location

Toronto, ON

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