Jason Macfarlane

Front-end Engineer

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

Experience

Front End Engineer
Spring Financial, *Vancouver, BC (remote)* — *May 2021 – Present*
(subsidiary of Canada Drives)
Most recently built and led the Spring Financial website redesign/rebranding and the Foundation application flow – an *almost* completely automated way for customers to apply and get approved for Spring's credit building product.

Some other tasks:

• Built the customer dashboard with SMS verification
• Integrated and designed live chat (powered by Salesforce)
• Coordinate deployments with DevOps engineer
• A/B testing
• Code reviews
• Refactored legacy code
• Mentored junior developers

Web Developer
Works Design, *Toronto, ON* — *November 2016 – May 2021*
Worked alongside top-tier designers to build responsive, WCAG Level AA compliant, interactive websites for big companies. These websites include annual reports, sustainability reports and corporate websites.

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

Owner & 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 (and growing) per month as of November 2022
• **Technologies used:** Nuxt, Vue, Node.js, HTML, SCSS, Google Analytics, GTM, Ezoic

Location
Toronto, ON

Phone
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Email
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Website
jasonmacfarlane.dev

GitHub
github.com/JasonMacfarlane

LinkedIn
linkedin.com/in/jason-macfarlane

Languages
English, French

Skills

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

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Front-end Engineer

Owner & Developer
Personalized phone case e-commerce store — July 2019 – April 2020
https://github.com/JasonMacfarlane/wallet-case-personalization-store
Designed and developed a 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 preview using Angular, TypeScript and the
  Node.js image processing library Sharp. This method allowed customers to
  upload an image of their choice and preview it on a phone case to increase
  conversion rate and to give the customer an accurate representation of their
  product.
- Developed custom checkout pages and integrated Stripe and PayPal due to the
  limitations of the regular Shopify plan not allowing checkout page modifications.
- Successfully tested early versions with real customers and sales using Facebook
  ads.

Education

Algonquin College, Ottawa, ON — Computer Engineering

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Toronto, ON

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Languages
English, French

Skills

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