

# Jason Macfarlane

Front-end Engineer

Front-end engineer with 10+ years of experience developing and designing websites and web applications. Currently invested in Vue, Nuxt and related 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.

- 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, Angular, 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

## Personal info

### Location

Toronto, ON

### Phone

+1 (613) 857-0720

### Email

[jasonmac5@gmail.com](mailto:jasonmac5@gmail.com)

### Website

[jasonmacfarlane.me](http://jasonmacfarlane.me)

### GitHub

[github.com/JasonMacfarlane](https://github.com/JasonMacfarlane)

### LinkedIn

[linkedin.com/in/jason-macfarlane](https://linkedin.com/in/jason-macfarlane)

## Skills

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

## Languages

English  
French

# Jason Macfarlane

Front-end developer

## 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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### Website

[github.com/JasonMacfarlane](https://github.com/JasonMacfarlane)

### GitHub

[jasonmacfarlane.me](https://github.com/JasonMacfarlane)

### LinkedIn

<https://www.linkedin.com/in/jason-macfarlane/>

## Skills

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

## Languages

English  
French