Will Shalders
Front End Developer
0416 116 297
info@willshalders.me
www.willshalders.me
@abtestcafe
@codefedcafe

My Career

A front end developer with almost 10 years commercial experience. Having worked within a wide variety of environments. From a boutique four-person agency to an enterprise level software development team. I am looking for a role which is going to push me to learn new things and improve on what I already know. I have extensive experience with the front end toolkit, bridging the gap between design and back end. Using HTML, CSS, JavaScript and everything in between to build pixel perfect responsive, functional sites and apps.

I have been in leadership roles mentoring mid and junior level developers. I understand business objectives and adapt to meet those goals. I actively take an interest and participate in being apart of the wider business and believe having knowledge of the bigger picture helps progress not only myself but everyone around me.

I am passionate about user experience and am currently in the world of A/B testing and Personalistion. I write about AB tests and user experience, you can find me on Instagram @abtestcafe.

Direction

Working with an exciting product I can feel passionate about. A modern front end tech stack with room for developing and improving on. Building intuitive user interfaces and being apart of a cross functional talented team.

Expertise:
+ HTML5
+ CSS Preprocessors and BEM methodologies
+ ES6 & vanilla javascript
+ Javascript frameworks (React)
+ Responsive mobile first design
+ Workflow build tools, compilers and bundlers (Gulp, Webpack, Babel, NPM)
+ Design tools Adobe CC, Sketch, Figma
+ Version control (git)
+ On page and off page SEO
+ AB testing, client and server side using Optimizley, VWO, Google Optimize
+ Optimizing sites/apps load speed to be efficient and fast
+ Static site builders and the JAM Stack

+ Working with API's

Experience:
+ Backend tech (PHP, Python, MySQL)
+ Javascript frameworks (Vue, Angular)
+ Web hosting (AWS), Domains and Email marketing software
+ Javascript templating engines (Moustache, Handlebars)
+ CSS and Javascript animation libraries (greensock etc)
+ Testing and Continuous Integration/Deployment
+ Working within an agile team, sprint planning

Soft skills:
+ Understanding business goals
+ Ability to take ownership
+ Work well within teams
+ Working with clients and peers scoping and managing projects
+ Ability to learn and adapt

Achievements
Being part of a small team at Web Marketing ROI I shaped how the development department works. Creating coding standards and guidelines. Working closely with clients to understand their business goals and creating roadmaps to improve their user experience introducing new features and UI updates via A/B tests. Primarily working client side manipulating the DOM with javascript to test new prototypes and features.

At Blackmagic Design I helped with the transition from a legacy cms (Magento) to an in-house system built on node. Worked with designers to transform the old website into a fully responsive mobile first design. Helped shape the workflow and front end tool kit to a modern efficient system.

Nintex, a great company building workflow automation tools for Microsoft products. I was hired to refactor the front end code making it responsive using Bootstrap. I also built an app which allows their users to create custom themes and brand Nintex's product as their own.

Early on in my career, I achieved success being a freelance web designer/developer helping small businesses get results online. Working closely with my clients I designed and developed a wide range of small business websites and marketing assets.

Professional experience
Web Marketing ROI

January 2018 - Present
The senior Front End Developer I work with enterprise level clients to build, deploy and deliver new features via A/B tests. These features are on feature flags and are built both server side and client side delivered via the testing platform using HTML,CSS and Javascript. I developed a keen eye for User experience and business needs. Working with Product owners, Uxer's, Dev's and other stakeholders to iterate, scope, build and deliver complex features.

Cotton On - Front End Developer (contract)
August - December 2017
Came on board to assist the marketing team with the transition to a new front end code base focusing on a responsive framework built with Foundation. Also helped content producers with overflow of work in the day to day tasks such as promotional static page builds, EDM's and ecommerce features. Created an animation library the producers can easily incorporate into their daily builds and helped streamline the development process by mentoring other team members.

Nintex - Front End Developer (contract)
July - August 2017
Building and improving the front end code for a workflow automation app within Microsoft Sharepoint. Built a custom theming app using Javascript and Angular.

Blackmagic Design - Front End Developer
Feb 2014 - July 2017
Worked within the front end team to deliver a wide range of digital assets. From new page builds for major product releases to building a responsive css framework this job covered a lot of ground.

Get glossy - Front End Developer
Jan 2013 - Feb 2014
Day to day was building social media promotional and lead capture assets within facebook and other channels, responsive web builds and maintaining client websites.

Willis Web Design - Front End Developer and Designer
2010 - 2012
Working as a freelance web designer I helped small business with their
online identity through design, web development and seo.

Broadbeach Media - Front End Developer and Designer
2009 - 2011
Broadbeach media was a small agency working with small business. We
built websites using the business catalyst cms and marketed them through
different channels, including seo and social media.