

TOM GEOGHEGAN

Front End Developer

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Github: github.com/TomGegs | Portfolio: tomg-portfolio.netlify.app |

Location: Brisbane, Queensland, 4000

SUMMARY

Highly motivated user-focused Front End Developer with proven delivery of innovative technology solutions.

Adept in UX, Digital Transformation, Agile Principles/Methodologies and passionate about continuous improvement, emerging technology, exceptional user experience and facilitating business growth.

Experienced building, delivering and iterating digital products at a Director, Manager, Co-founder and Developer level.

Actively engaged with Brisbane's start-up community and collaboratively builds React web apps for founders.

SKILLS

Technical: React.JS , Next.JS , JavaScript , TypeScript , HTML5 , CSS3 , TailwindCSS , SASS

Transferable: Agile Methodologies, Stakeholder Management, Project Management, Product Management, User-Centred Design, Data Analytics, Technical Learning, Entrepreneurship.

Soft: Team Leadership, Time Management, Innovation, Problem Solving, User-Centric Approach, Data-Driven Decision-Making, Cross-Functional Collaboration, Communication, Mentorship, Learning Orientation, Adaptability, Resilience.

PROFESSIONAL EXPERIENCE

Front End Developer

Education / Freelance

Mar 2022 - Current

Transitioned from a career in Project and Product Management to pursue a passion for Front End Development.

- Proficient using React.JS, Next.JS, TypeScript, JavaScript, TailwindCSS, HTML, CSS and reading technology's documentation.
- Translated needs of start-up owners to build a social media copywriting web app to reduce their time writing social media captions, leveraging OpenAI's API.
- Developed a digital business card connected to a NFC physical card allowing users to quickly tap and share their business card and contact details with associate's mobiles.
- Consulted with a local health supplement business to improve their digital user-experience and shopify website design. Achieved by removing unnecessary barriers throughout the 'click-to-cash' customer journey, deployed user-centric content based on common feedback

questions while improving the copy's readability, outlined a retention strategy with associated tactics and implemented analytics to support ongoing business decisions.

- Designed a mock landing page and assets for web3 start-up.
- Constructed wireframe and building an eCommerce website for a start-up fashion business utilising Firebase , Redux , StripeAPI , React, TypeScript, TailwindCSS.
- Involved the Brisbane Web Development and start-up community, learning from mentors and providing consultation.

Choice, Passion, Life (CPL)

Business Analyst

Jan 2022 - Mar 2022

Streamlined app development operations, conducted user-testing and validation activities.

- Provided one-on-one coaching on agile principles, sprints, and scrum methodologies to the web app development team manager. Assisted in the implementation of these methodologies to enhance team skills, reduce delivery times, and improve output quality.
- Conducted user-testing and collaborated with project teams to enhance the user experience of a new internal software management system that integrates with CPL's healthcare network.

Public Trustee of Queensland

Continuous Improvement Delivery Lead

July 2020 - Jan 2022

Led end-to-end customer improvement initiatives utilising agile and human-centric principles.

- Enhanced Real Estate Experience: Redesigned the Real Estate website, increasing traffic by 40% and auction attendance by 15%.
- Streamlined Unclaimed Money Processes: Simplified and extended content, boosting submissions by \$2.5M and reducing customer claiming errors by 40%.
- Improved Financial Reports: Simplified complex document from 'PhD' to 'Year 9' readability on the Flesch-Kincaid Grade Level for financial management customers, lowering complaints by 30% and increasing satisfaction by 70%.
- Implemented Online Booking System: Reduced call centre call volume by 50%.
- Ensured Website Accessibility: Audited for compliance with WCAG standards and simplified content to a year 9 reading level, guided by user data analysis and usability testing.
- Organised Educational Workshops: On user experience, agile principles, human-centred design, and continuous improvement.
- Managed Analysis and Reporting: Analysis and reporting activities to support continuous improvement efforts and customer experience insights.
- Fostered Stakeholder Collaboration: Facilitated co-design and co-development workshops involving stakeholders, staff, and customers to enhance contributions and buy-in.
- Provided Team Leadership: Provided leadership, coaching, and mentorship to project team members, driving the delivery of customer-centric products and services.

Acting Director - Transformation Delivery Office

Jan 2021 - June 2021

Led a variety of transformative projects and initiatives, collaborating closely with operational executives, leaders, stakeholders, and cross-functional teams to drive positive change.

- Timesheet Modernisation: Managed the successful migration from physical timesheets to Aurion timesheet software, saving time, reducing costs and enhancing governance.

- Complaints Reporting Enhancement: Evaluated the customer complaints process and internal reporting mechanisms, leading to recommendations that improved the report's structure, clarity, frequency and utility.
- Agile Coaching: Mentored staff in agile thinking and lean principles, fostering a culture of high performance and collaboration.
- Executive Leadership: Directed a department comprising project managers, project leads, contractors, and project officers, promoting effective teamwork and collaboration.
- Operational Oversight: Ensured efficient management and monitoring of the Transformation Delivery Office's operational plan and budgeting.

Digital Analytics & Engagement Officer

Apr 2019 - June 2020

Facilitated customer and product research, ideation and validation activities to ensure our digital initiatives were user-centric and successful.

- Analysed customer feedback and enquiry data to identify key customer information needs and provided insights to Web Writer to enable user-centred design of web content.
- Researched and analysed data, usage and reach for key customer segments to inform digital engagement planning and execution.
- Developed a suite of documentation and tools based on customer insights and analytics to support the delivery of digital initiatives.
- Executed, managed, measured and reported on results and outcomes of digital engagement initiatives across EDMs, paid and organic search and social channels.
- Supported customer and product research activities, such as usability testing and multivariate testing.

ShareStory

Growth Manager

Apr 2018 - Mar 2019

Managed a successful website redesign project, incorporating agile and lean principles, created operational roadmaps, implemented customer feedback frameworks, and drove data-driven product and service enhancements, ultimately amplifying the impact of our clients' businesses and bright ideas.

Assure Programs

Data & Process Analyst (Customer Experience & Finance)

Mar 2015 - Apr 2018

Generated sector-specific industry reports for mental health forecasting, provided valuable analysis for mental health product opportunities, managed the successful implementation of an appointment system for over 1,000 psychologists, streamlined financial data visualisation, and created real-time centralised dashboards for business and financial metrics.

PROJECTS

TOKN

Co-Founder

2021 - 2022

Grew a passionate web 3.0 and extended reality (XR) community of 60 people. The community offered users an opportunity to casually earn extra money through video game incentives and to share information about opportunities regarding the latest technology.

Right Click Gaming

Co-Founder

2019 - 2020

Hosted competitive eSport tournaments. Right Click Gaming offered an amateur league for aspiring Australian players to gain development, exposure and a pathway into professional eSports tournaments.

- Conducted 10 tournaments held across 6 months.
- Achieved top 1% of Twitch Viewership with 120 concurrent viewers during live-streams.

Cirrus Robotics

Workshop Tutor / Facilitator

2019 - 2019

Conducted informational sessions and demonstrations of how to operate Cirrus Robotics' software and hardware during the 2019 Robotronica event at the Queensland University of Technology.

RoboWars Australia

Event Host

2018 - 2019

Hosted the 2018 and 2019 national RoboWars events held in South Bank, Brisbane.

Language Link Hanoi

English Teacher (Volunteer)

2016 - 2016

Taught 'intermediate' English language to Vietnamese adults in Hanoi, Vietnam.

RSPCA Wacol

Dog Adoption Animal Care (Volunteer)

2015 - 2017

Assisted with the care and handling of the dogs in the customer facing and new intake areas. Answered visitor's questions about the dog's requirements and adoption process.

EDUCATION

CodeCademy

Certificate of Front End Engineering

2023

University of Cambridge

Certificate in Teaching English to Speakers of Other Languages (CELTA)

2016

University of Queensland

Bachelor of Behavioural Science, Psychology

2011 - 2015