Adam Patterson

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My name is Adam Patterson, I am a divergent thinker and a maker focusing my time on UI/UX, Development, Lead Generation, Product Analytics, and Customer Journey tracking.

I take extreme pride and ownership in the work that I do and over the past decade, I have worked with Creative Agencies, Established Brands, Startups, Government, and the Auto Industry.

My passion is in connecting the dots using new, existing, or creating integrations that bridge the gap. Testing and then making changes, Continually learning and making improvements.

Skills

- **Programming:**
  - PHP, Laravel, WordPress, WooCommerce, Javascript, SCSS/CSS
- **Web Technologies:**
  - Bootstrap, JavaScript / jQeury, Some React & Vue, Git, SSH, LAMP, LEMP
- **Database:**
  - MySQL
- **Analytics:**
  - Segment.io, Amplitude, Mixpanel
- **Tools:**
  - macOS, PHP Storm, VS Code, Codekit, Tower, AWS / Digital Ocean, Docker, Adobe Suite

Work experience

BubbleUP Marketing
Senior Web Developer December 2020 - Current

- At BubbleUP Marketing I helped to maintain and integrate new features into existing client web applications.
- I also built a number of custom WordPress sites from scratch, Elementor, and WooCommerce.
- My custom-coded sites took advantage of modern processes such as Object-oriented Programming, Composer, and build tools.
- I helped to troubleshoot performance issues and often made recommendations on how to improve them.

Strathcom Media
lead Developer 2020 - 2020 / 6 months
lead Developer 2016 - 2017 / 6 months

- While at Strathcom I helped to streamline their custom dealership CMS that was based on WordPress.
- I documented and improved the installation process allowing new team members to install and work on the product much faster.
- I worked with a few third-party vendors to source more performant hosting, search, and server monitoring.
- After reviewing the metrics I was able to implement a caching strategy that decreased server load by nearly 50% and overall took the average load times from on average 2,000ms down to around 900ms.

Go Auto - Corporate
lead Developer / Front-End Developer 2014 - August 2020

- For 6+ years I was responsible for the initial development and ongoing maintenance of Go Autos' main corporate website, as well as all of their dealership and marketing sites.
- Lead a small team that was responsible for 40+ websites a mix of Laravel and WordPress running on a handful of efficiently optimized AWS servers.
- Created and implemented a site architecture that allowed for fast website creation within the Laravel application.
- Stability, fast response times, and flexibility were key for each site while still maintaining brand continuity from the OEM and Go Auto's own guidelines.
- Implemented the first iteration of customer tracking for de-anonymization, event tracking, and application analytics giving us insights into our visitors allowing for strategic marketing decisions to be made.
- Worked closely with the growth and automation team.
- Designed a framework that allowed for simple deployments using Docker and reverse Proxy.

ANVL Creative
Senior Front-End Developer 2015 - Current

- Working with ANVL Creative over the years I have built a number of successful websites in the hospitality industry.
- Using WordPress and WooCommerce, with my personal WordPress development process we are able to create fully editable websites for the client that are also very flexible and easy to develop.

- **Robert Spencer Hospitality**
- **XIX Nineteen**
- **Wild Game Consultants Ltd**
- **Apex Predator Brewing**
- **Workshop Eatery**
- **Woodshed Burgers**
- **Sorrentino's**
- **Live Wire Electric**
- **Buco Pizzeria**
- **New-Narrative**

Revolution Cycle - Part-time
Bike Mechanic / Service Technician - 2013 - 2015

- I enjoyed working at Revolution Cycle part-time over the summers helping to pick up shifts on the weekends building and servicing bikes.

Mailout Interactive Inc.
Senior Designer / Front-End Developer 2011 - 2014

- While at Mailout Interactive I used modern for time front-end technologies like LESS, and Bootstrap to build out customer interfaces for their application.
- Experimented with responsive email templates.
- I worked with customers to ensure success and support their needs.

Inkdit
Senior Designer / Front-End Developer 2011 - 2014

- Worked in a team that was designing and developing the Inked user interface using LESS and Bootstrap

Vision Creative Inc.
Graphic Design / Web Design 2009 - 2011

- Responsible for developing all websites using WordPress
- At vision Creative, I supported a number of old client projects

- Aldritt Homes - Development
- Vision Creative - Design Collaboration/Development
- Valour Place - Development
- Williams Engineering - Development
- Western Archrib - Development
- Britta - Development
- Prescription Drug Misuse – Development
- Product Photography - Internal Portfolio

My Education

SRAM Technical University *Certificate 2003*

United Bicycle Institute *Certificate 2002*

Northern Alberta Institute of Technology *Multimedia Diploma 2001-2002*

Victoria Composite High school *Diploma 1997-2000*

OpenSource and other Projects

- **WordPress oAuth - Composer Package**
- **Request PHP - Composer Package**
- **HTTP - Composer Package**
- **Numeral** - PHP clone of Numeral.js
- **Axe** - WordPress Starter themes
- Tentacle CMS
- Serpent - API
- Chyrp CMS - UI/UX
- Candy CMS
- PHP Collab - UI/UX
- Bicycle Spoke Calculator - App
- URL Shortener - App
- Text and Snippet Sharing - Service

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