

Aidan McDonald

T: 0401 341 779 | E: am.mcdonald00@gmail.com | <https://github.com/aidan-0>

Portfolio: <https://aidan-0.github.io/portfolio/>

Skills & Key Achievements

Skills

- HTML, CSS, JavaScript, React, Vue, Next.js, GSAP, C#, SQL, Python, Wordpress, Elementor, WooCommerce.
- Exceptional interpersonal skills with a high level of attention to detail.
- Strong adaptability and resilience in high-pressure, fast-paced environments.
- Proven ability to deliver high-quality work within strict timeframes.
- Collaborative team player with the ability to develop and deliver ideas effectively.
- Highly proficient in with the Microsoft and Adobe suite of products.

Key Achievements

- Achieved a threefold increase in website traffic for the Asset Reports website via implementation of free downloadable guides and templates for potential clients.
- Doubled revenue through the strategic implementation of 3rd party advertising on Reports Online by incorporating banner ads, EDMs, and impactful company events.
- Oversaw the development of [Asset Maps](#) a proprietary software which aims to make large format assets more accessible and visibly engaging to our customers clientele.
- Successfully project managed the Asset 3D reseller business, leading to a growth in sales.
- Executed the development of professional websites for [Asset 3D](#), [House Land Maps](#), and [Reports Online](#). Contributing to enhanced digital presence and client engagement.

Work Experience

Screwloose IT

Nov 2023 – Present

Web Developer

- Led the development and ongoing refinement of multiple WordPress sites, utilising HTML, CSS, and JavaScript to create custom builds that align with client branding and functionality requirements.
- Troubleshoot and resolved complex technical issues rapidly, minimising website downtime and maximising performance and reliability.
- Expertly managed the entire project lifecycle for client builds—from initial concept through to deployment—ensuring seamless communication and meticulous attention to detail at every stage. This involved gathering requirements, scoping projects, scheduling, resource allocation, and final hand-offs, while always keeping the client informed and involved in key decisions
- Balanced multiple projects simultaneously, demonstrated prioritisation and time management skills to meet stringent deadlines and remain within budget constraints, ensuring efficient project turnaround.

- Offered specialised technical and digital marketing strategy advice to clients, boosting their digital platform presence.
- Assessed and integrated new technologies to advance project deliverables and improve the development workflow.
- Ensured consistent client satisfaction through regular updates and insightful discussions on project progress and technology solutions.
- Fostered a collaborative and high-performance team environment by participating in code reviews, sharing best practices, and upholding rigorous standards during quality assurance checks on both own and peers' code. This ensured all projects delivered were of the highest quality in terms of functionality and design integrity.
- Utilised a variety of modern development tools and libraries, adept in Agile methodology to boost productivity and encourage agile project management.
- Leveraged Git and Bitbucket for version control, enhancing team collaboration and code integrity.

Asset Reports

Feb 2021 – Nov 2024

Head of Sales & Customer Support for Asset 3D

Jan 2023 – Nov 2024

- Led the successful initiative to become an Official Reseller of Matterport equipment and SaaS accounts, overseeing all aspects of project execution including planning, coordinating equipment purchases and sales.
- Drafted comprehensive business plans, establishing clear Marketing & Sales targets to guide organisational efforts. Coordinated and conducted extensive team training sessions across Perth, Melbourne, and Sydney, ensuring uniformity in skills and knowledge.
- Directed the design and execution of impactful marketing materials and EDM campaigns, establishing brand presence and reaching targeted audiences effectively.
- Utilised Squarespace, CSS, and JS to develop and maintain high-quality websites, implementing SEO strategies to enhance online presence and user experience.

Head of Virtual Tours Department

Nov 2021 – Nov 2024

- Managed and supported teams across three states, coordinating bookings and resolving operational issues. Conducted regular check-ins to foster a positive work environment.
- Maintained proactive engagement with stakeholders by consistently delivering high-quality deliverables, and collaborating with clients to understand their marketing needs, developing tailored content and branding materials using Adobe Illustrator and Photoshop.
- Provided Level 1 & 2 support to resolve user issues in proprietary software systems.
- Initiated and monitored quality control measures within the department to assure high standards, implementing corrective actions as necessary.
- Maintained and updated all company websites, including '[Reports Online](#)', '[House & Land Maps](#)' and '[Asset 3D](#)', while optimising SEO to ensure a strong online presence.
- Salesforce Key User – designed EDMs, generated detailed reports, created dashboards for management, and input user data.
- Directed both personal and professional development initiatives within the Virtual Tours department, coordinating comprehensive onboarding and ongoing training for staff.

Coders For Causes

June 2023 – July 2023

Volunteer Full-Stack Developer – Winter 2023 Project

<https://github.com/codersforcauses/csf>

- Worked with Community Spirit Foundation to develop [Stride For Education](#) a progressive web app built with Vue, Vuetify, and Django for their Winter 2023 Project.
- Led the design and development of the team dashboard and login modal, focusing on user-centric design principles to ensure ease of navigation and usage.
- Developed extensive back-end tests, addressing various scenarios and edge cases to assess the application's stability, and functionality.
- Refined the codebase, optimising resource loading, and implementing best practices in web performance, to ensure the application ran smoothly and efficiently.

Education

Scrimba

Front-End Developer Course

Codecademy

Front-End Developer Course

RMIT University (VIC)

Bachelor of Arts – Music Industry (with Distinction)

References

To be provided upon request.