Ashley Villeneuve

Frontend Developer

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PROFILE

Frontend Developer with 10+ years of experience in scalable, high-performance web applications.
Expert in React, TypeScript, performance optimization, and accessibility (WCAG). Proven track record working in shared repositories with CI/CD workflows. Strong collaborator in cross-functional teams, delivering pixel-perfect UI experiences.

EXPERIENCE

UN/COMMON Agency, *Lead Shopify Developer*   03/2025 – Present

- Architected a modular Shopify starter theme with Vite bundling, reusable @theme blocks, and feature scaffolding (`npm run add:[feature]`), cutting new build setup from weeks to days.
- Led migration to a token-driven Tailwind CSS system, mapping Figma tokens to semantic utilities and writing a migration guide, improving consistency and scalability across projects.
- Authored agency-wide coding standards (lazy-loading patterns, CLS prevention, accessibility-first defaults) and developer guides clarifying Horizon's new @theme vs section block model.
- Mentored junior developers, reviewed code, and elevated team workflows to align with best practices in performance, accessibility, and maintainability.
- Partnered with design and PMs to align technical decisions with client needs, ensuring scalable builds for Shopify Plus merchants.

Shopify

Plus Frontend Development/Developer Support   12/2018 – 03/2025

- Technical Ownership & Frontend Strategy: Key role in work estimates and prioritization with leads, aligning projects with strategic goals.
- Developed high-performance, reusable React components using TypeScript & Polaris.
- Implemented accessibility improvements (ARIA, screen reader testing, semantic HTML), ensuring WCAG compliance.
- Optimized web applications by improving rendering performance and asset caching, reducing load times.
- Managed feature rollouts in shared repositories using CI/CD pipelines.
- Collaborated with backend teams to refine API schemas and supporting documentation.
- Actively mentored junior developers and peers, promoting a culture of continuous learning.

Theme Support Specialist   02/2018 – 12/2018
  - Created Planify, a task scheduling app still in use by the Theme Support team.
  - Contributed to Unify, an internal tool streamlining support escalations.

Guru/Plus Specialist   04/2017 – 02/2018

Wearable Therapeutics, *Web Developer (Practicum)*   09/2015 – 11/2015
  - Developed custom PHP tools integrating Shopify, Canada Post, and Salesforce APIs.
  - Built a backend report collection interface for internal analytics.

SKILLS

Frontend — React | Remix | TypeScript | JavaScript (ES6+) | Next.js | Vue.js

UI/UX — Responsive Design | Accessibility (WCAG) | Figma | Pixel-Perfect UI

Performance — Web Performance Optimization | Lazy Loading | Code Splitting

APIs & Data — REST API | GraphQL | Shopify Storefront API

Tools — Webpack | Vite | Babel | Node.js | NPM | CI/CD Workflows

EDUCATION

New Media Design and Web Development,   Vancouver, BC
British Columbia Institute of Technology, Vancouver, BC

English and Women's Studies, *University of Winnipeg, Winnipeg, MB*   Winnipeg, MB