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Profile

A full stack web application developer and crafter of beautiful user interfaces with an obsession for creating better user experiences.

I'm a Mexican/Icelandic dad, creator, developer, musician, and amateur photographer in my early thirties. I live in Álfanes with my wife, 2 sons (7 + 1) and our beloved feline. Lately my main hobbies have been woodworking, playing golf, badminton and the gym, but I also enjoy consuming podcasts, audiobooks and some TV. I'm a big fan of cinnamon rolls, tacos and chili con carne.

References

My current direct superior at GRID is Þorsteinn Yngvi. As the acting Team Lead for the Client team during Eva's maternity leave, Þorsteinn holds valuable insights into my contributions and role within the team.

Þorsteinn Yngvi Guðmundsson

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Current position

Senior Digital Product Developer, GRID | Sep 2022 – Present

At GRID, I had the privilege of helping to build an interactive visualisation layer overtop of GRID's proprietary spreadsheet engine – the first of its kind with integrated AI assistance. This product empowers users to craft their own compelling narratives using data they're passionate about, either from in-product GRID spreadsheets or with connected data from various 3rd party sources like Notion, Google Sheets, Dropbox/OneDrive or even uploaded Excel/CSV files.

From my place within the Client team, I collaborated closely with QA & Design, collectively ensuring that our deliverables were not only technologically robust but also visually engaging and user-friendly. Our collaboration extended to the Product team, whose hands-on approach greatly contributed to fostering an environment of cross-functional cooperation that consistently yielded high-quality results.

The technology stack resonated closely with my prior experiences, using Next.js, React and TypeScript to develop our application. Our testing procedures were automated using Jest, Cypress, and Percy. The Design team used Figma to design and build interactive prototypes, as well as maintain the design system, which we mirrored in Storybook. The data visualisation layer, an intricate WYSIWYG editor, was built upon the foundation of the open source Slate editor. My contributions largely revolved around elevating our editor's capabilities, notably including implementing Drag'n'Drop for our custom elements and generally streamlining user interactions.

Previous experiences

Senior Digital Product Developer, Klappir Green Solutions | Apr 2021 – Sep 2022

Klappir is an exciting startup that has developed its own sustainability platform from the ground up, using breakthrough technologies and a fresh approach to sustainability accounting, enabling clients to generate accurate sustainability statements. In my role, I primarily concentrated on our intricate code base constructed with React and TypeScript, integrating processes for automated testing, rectifying glitch-ridden interfaces and enhancing overall user experience and UI aesthetics. The tech stack is similar to before: React & TypeScript, GraphQL, Next.js, Storybook and Figma for designs and mockups. Additionally, I contributed to the development of a new front-facing klappir.com website.

Senior Front-End Developer, Travelshift (a.k.a. Guide to Iceland) | Jan 2021 – Mar 2021

I joined Guide to Iceland to work on projects aligned with my familiar tech stack – utilising TypeScript, React, Next.js, Storybook and more. However, I realised it wasn't the ideal match for me, prompting my decision to transition elsewhere.

Senior UI/UX Developer, Össur | Dec 2018 – Dec 2020

When I joined Össur they had a main website localised to over 23 regions and languages, as well as managing 70+ micro sites and sub-brand sites for a diverse group of businesses and end-users. The technology behind these was extremely fragmented leading to a lot of overhead and technical limitations. My role was to lead the technical side of a major shift in Össur's web platforms working closely with designers and content creators using a more modern approach implementing headless 3rd party services to support modular web applications built with a new component based design system. The guiding principles were Unified Look & Feel and Seamless User Experience.

We built our design system as react components written in TypeScript, using tools like Next.js, styled-components, NX.dev, storybook, automated visual regression testing with Chromatic QA and e2e testing with cypress, to name a few. Our components were split into presentational components developed in isolation vs container components that could parse data from 3rd party services (e.g. Prismic for content, internal PIM system etc).

At the time of my departure we had already launched the new platform for 15 regions on ossur.com, with a tight plan of rollouts for the rest. Our work ensured a setup where Össur could continue to improve their design system continuously delivering a better experience for their users.

Freelance, Kolibri/Marel | Nov 2018

Prior to commencing my upcoming role at Össur, I provided assistance to Kolibri on a concluding project for Marel. They required a seasoned web developer to address final-phase tasks efficiently. The project's tech stack was intriguingly composed of Umbraco CMS, employing Razor templates in conjunction with integrated react components.

Prior to starting my upcoming job at Össur, I provided assistance to Kolibri on concluding an intriguing project for Marel. The company needed a senior web developer to address final-phase tasks fast and efficiently. The project's tech stack was composed of Umbraco CMS, employing Razor templates in conjunction with integrated react components.

Senior Web Application Developer / UX Engineer, Aranja | Feb 2018 – Oct 2018

Worked with WOW air across various assignments centred around their website and booking engine. The website was a Django project, using Wagtail for content management. The booking engine was a relatively complex React project with elaborate business logic and UI components, partially written in Reason. My involvement also extended briefly to other projects, notably Google's websites for their Nest product line.

Digital Product Developer, Kolibri | Jun 2014 – Jan 2018

Form5 merged with a back-end focused agency to form Kolibri, for a more holistic approach to digital product development. With closely knit teams of developers, designers and coaches, we helped our clients develop their digital business.

My primary responsibility within Kolibri was to lead their Technical Vision in regards to Front-End development as well as managing and maintaining most internal web development in collaboration with the Creative Director. This included websites for conferences, courses, workshops and the company itself. Secondary responsibilities included working with the local community, organising and facilitating events for developers, designers and team coaches alike. Clients I worked with directly included an insurance provider, national infrastructure (electricity), a national bank, Icelandair and an award-winning marketing campaign site for The Blue Lagoon.

Technology usage in projects varied considerably depending on the needs of each client, but included working extensively with Node.js, technologies like React, Vue, Webpack, SASS/LESS, as well as using various content management systems including Contentful, Prismic, Umbraco, Wordpress, etc.

My work at Icelandair involved culturally and technically bootstrapping their newly founded Digital Labs department starting by making their website (labs.icelandair.com) to help them attract talent. My responsibilities included making architectural decisions relating to the front-end development and infrastructure for creating multiple, multilingual websites sharing UI components and business logic, with extensive automated tests to ensure reliability. Technologies I mostly worked with include Jenkins, Docker, Webpack, Node.js and React/Redux. Other technologies I touched on while there: AWS, Kubernetes and Go.

Front-End Developer, Form5 | Sep 2013 – May 2014

Complete focus on front-end development, working side-by-side with the excellent designer Steinar Ingi Farestveit to create „next level“, award-winning user experiences. We worked with local clients like 66°North as well as international clients like Nikita Clothing and Bonfire Outerwear. We contributed to several open source packages, and open sourced a few of our own, including our build pipeline using gulp to build templates (jade, now renamed to pug), styles (sass & autoprefixer), scripts (AMD modules using require.js and babel) and live reloaded development environment.

Eventually, Form5 merged with a backend-focused agency, culminating in the establishment of Kolibri.

Front-End Developer, Skapalón | Jun 2012 – Aug 2013

Working with ambitious in-house designers to develop marketing websites for companies and government entities in Iceland, varying from smaller travel agencies to the National Power Company of Iceland and the President of Iceland. All projects based on an in-house .NET based CMS, using jQuery/MooTools/JavaScript, LESS/SCSS/CSS and XSLT/ Razor templates on the front-end, depending on the needs of each project.

Web Developer & Designer, Netvistun | 2011 – May 2012

Designing and developing marketing websites for small and medium-sized companies in Iceland, using technologies like JavaScript, LESS/CSS, XHTML and PHP. Supporting role in actively developing an in-house CMS in PHP.

Web Developer & Designer, Freelance | 2008 – 2011

Developed my own modular CMS in PHP, highly customisable for the needs of each project. Designed and developed websites for small companies and individuals in Iceland, including but not limited to:

- A website focused on the golfing community displaying a news section with advertisements, user profiles and a simple forum with bulletin boards and private messaging.
- A website for a 3rd party gift card retailer, a store front with a cart and payments.

Other Experience

Organiser, JSConf Iceland | 2016, 2018

An integral part of an exceptional team, I played a pivotal role in orchestrating the widely lauded JSConf Iceland 2016 (<https://2016.jsconf.is>), and the subsequent JSConf Iceland 2018 (<https://2018.jsconf.is>). These two day conferences boasted a lineup of ~30+ speakers each, flying in from all around the world, and attracted an audience of ~400+ attendees.

Board member, The Icelandic Web Industry Association | 2015 – 2019

The Icelandic Web Industry Association (SVEF) is a non-profit organisation devoted to sharing and bringing knowledge to the web industry in Iceland. My work mostly involved coordinating informative events such as meetups and workshops, focusing on various facets of web development. Additionally, I played a pivotal role in steering the Icelandic Web Awards, a prominent annual event that recognizes outstanding achievements in web development across the country. Furthermore, I participated in the conceptualization and execution of the accompanying IceWeb conference in 2018 and 2019.

Voting system for Judges, The Icelandic Web Industry Association | 2018 – Present

During my tenure as a Board member with SVEF, I created a web application that streamlined the review process for submissions to the Icelandic Web Awards. To this day, I maintain that application and actively contribute to the judging procedures each year. Last winter, I made the deliberate decision to retire the original application and ushered in a new, more contemporary one built on a familiar tech stack: Next.js using React and TypeScript, all data channeled through GraphQL. Since the original application was written in React, I managed to reuse a lot of the logic and even some of the components, while refining and refactoring where necessary for easier maintainability. I also took the important step of adding tests using vitest for most of the logic used to calculate votes.