

# Matt Bradley

~~skier~~, ~~biker~~, ~~climber~~, ~~nerd~~, front-end developer

## TL;DR

Matt is a front-end developer, currently living in Whistler, BC. With over 12 years experience in the industry he has worked with clients including: Starbucks, FitBit, Tourism Whistler, SaskTel, Whistler Blackcomb, amongst others. This is the last time he will refer to himself in the third person.

## Tech...

HTML, CSS (SCSS, LESS, PostCSS), JavaScript (ES5, ES6), PHP (Laravel), MySQL.

## Seeking...

Likeminded folk who care about making open, accessible websites.

## Misc...

Did half a V4 (once). Top 1,288 for Half Nelson on Strava (look it up, NBD). Best skier in my family (by far).

## Notable Projects

### Escape Route

[escaperoute.ca](http://escaperoute.ca)

A collaboration with the fine folk at Vacuum, I built a fully-fledged e-commerce platform for everyone's favourite outdoor retailer. Powered by both Wordpress and Shopify the site allows Escape Route to showcase their products whilst offering a seamless checkout process. Behind the scenes magic means the stock levels on the site mirror in-store availability, too.

Fully responsive, accessible, and blazing fast this thing rips — it's always great to tackle fun projects for local companies.

## **Whistler Blackcomb WB+**

WB+, whilst it lasted, was a customer engagement platform for Whistler Blackcomb guests. WB+ used your lift rides to give you stats on: how much vertical you've skied, badges you earned, your place on the resort-wide leaderboard. You could even set up a private leaderboard with your friends and battle for bragging rights.

Originally brought on to help ship V1, myself and a small team were mid-way through a complete rebuild before the Vail takeover shut development down overnight. Rest in peace, old friend.

## **Avalog**

[avalog.co](http://avalog.co)

My perennial side project, avalog is my take on accessible avalanche forecasts. Made in my own time to scratch an itch, avalog has a small dedicated following and was my way of giving back to a community.

The backend is built in Laravel PHP, provides a custom API for serving up forecasts. Twilio integration means that all forecasts are available by sending a text message to the site. Amazon Polly ensures that all forecasts are automatically dictated and available as MP3 files.

The front-end is built with speed and accessibility in mind. BEM-style CSS components and vanilla JavaScript makes up the UI. Each page has a benchmark of 750kb size, but most are way south of that. A service worker enables offline support, meaning the site works when you're in airplane mode at that illegal backcountry hut nobody has heard of...

## **Fulltime Roles**

### **Avalog Design Inc**

Front-end Developer, 2015—?

As an independent contractor I spend my time being parachuted into all sorts of situations. Some fresh 'Day 1' builds, some deadline-encroaching, hail mary rescue missions and everything in-between. By working alongside agencies I've tackled projects for a boat-load of clients, namely: Starbucks, FitBit, Whistler Blackcomb, The Grid, Tesco, SaskTel, Cricket Australia to name but a few.

I specialize in front-end, UI development. Which, on a good day, involves writing clean, performant HTML, CSS and Javascript. Given the choice, I keep things as vanilla as possible: HTML for the bare bones, CSS (usually SCSS) for mobile-first UI goodness, and Javascript to progressively enhance thereafter.

I can, and will, work in a plethora of environments depending on what's needed: React, Angular, *<insert new JS thing here>*, LESS, Bootstrap, Wordpress, Laravel, JAMstack. But, that said, you'd be surprised how many sites still run on good ol' jQuery!

Good contractors have to stay as neutral as possible, like Switzerland!

## **Tourism Whistler**

Front-end Developer, 2010–2015

[whistler.com](http://whistler.com)

After fleeing to the mountains of Whistler, BC, Canada I snagged a job with Tourism Whistler as a front-end developer. Working in-house on one project/site was a welcome change from the fast paced agency lifestyle of endless campaigns and micro-sites. Instead of rushing client projects out the door, we honed and perfected our one product: researching, building, watching, tweaking, repeating.

With the mobile/responsive revolution well under way, all front-end was built with a thousand browsers/devices in mind with a nod towards accessibility and as performant as possible.

Having built and rebuilt the site a few times over the years, my last iteration of the site is still standing to this day (4 years and counting). The site was built with a styleguide-first approach to ensure maximum reusability for our components, and made it a great resource for the many folk who maintained the site.

## **Coolpink**

Front-end Developer, 2006–2009

Funny name, right?

Coolpink was my first real crack at digital agency life. I loved it. We were a small, scrappy team punching well above our weight. We had huge, household name clients whilst maintaining that seat-of-your-pants attitude to getting things done.

I started as a full-stack developer (back when it was just called 'Web Developer'), but soon realized my talents, and interests, lay in front-end development. Before iPhones and responsiveness this meant crafting 'pixel perfect' interfaces for one resolution, usually 1024px. It helped give me a solid base in proper, correct use of HTML and CSS.

Let's chat: [\*\*matt@avalog.co\*\*](mailto:matt@avalog.co)