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 client such as: Starbucks, FitBit, Tourism Whistler, BCAA, 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

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

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, BCAA, 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

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**