Matt Bradley

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

TL;DR

Matt is a front-end developer, currently living in Squamish, BC. With over 15 years experience in the industry he has worked with companies including: Arc'teryx, 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 (ES6, React), PHP (Laravel), GraphQL, MySQL.

Seeking...

Likeminded folk who care about making open, accessible websites.

Misc...

If I could do my career over again I'd be a carpenter. Or backcountry ski guide.

Notable Roles

Lululemon

Contract

Engineer, 2022–?

At Lulu I work within the Retail Department where I'm part of the Digital Store Pages team. Our main focus is the store locator which supports 600+ stores worldwide.

Day-to-day this involves supporting, maintaining and building new features for the store locator. Being a NextJS micro-frontend this means we're a small part of a larger architecture, and thus we take care to coordinate our work with other cross-functional teams to enable us to collaborate with such a huhge organization.

That's a long winded way of saying that there's a lot of plate spinning and juggling involved with working in such a large team.

Arc'teryx

Full-time role

Senior Front-end Developer, 2019—2022

After 5 years of self-employment my reentry to a full-time role needed to be for the right company and Arc'teryx fit the bill! We're a small team of dedicated developers overseeing the many micro-services that makes up arcteryx.com

The majority of my time has been spent on the PDP team. As part of a larger project (implementing SAP across the business), our team entirely rebuilt the PDP. We built a serverless Next.js app that interfaces with magento via GraphQL. Not only was the newer site measurably quicker and more accessible (with obvious affects on profit/revenue) it was easier to maintain and removed the dependency on a legacy application.

Arc'teryx was my first taste of working at a larger scale on a site that rakes in millions of dollars per day, and was an eye opening experience (in mostly good ways). I gained great experience in setting up, and working with: serverless, React, Styled Components, e2e tests, CI/CD pipeline, multiple test environments, dealing with high traffic/high revenue. After a long time being a solo dev, it was a nice change to be a smaller part of a larger system.

Avalog Design Inc

Self-employment

Front-end Developer, 2015—2019

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

Full-time role

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.

Whistler Blackcomb WB+

Client project

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

Side project

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...

Escape Route

Client project

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.

Let's chat: **matt@avalog.co**