

DEVON WELCH
FRONTEND DEVELOPER

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LinkedIn 604 996 1336 Calgary, AB

EDUCATION

British Columbia Institute of Technology
2016 - 2018

Certificate in Technical Web Design
JavaScript Principles

CORE TECHNOLOGIES

HTML, CSS, SCSS (Sass)
JavaScript
TypeScript

FRAMEWORKS & LIBRARIES

React & NextJS
Tailwind
Shadcn

TESTING & BUILD TOOLS

Jest, Cypress, Playwright
Vite, Webpack

VERSION CONTROL & DEPLOYMENT

Git, GitHub ,Gitlab
Cloudflare
Github Copilot
SEO Optimization

CMS & PLATFORMS

WordPress
Drupal
Concrete5

BACKEND

PHP
Pocketbase
MySQL Database

DESIGN

Figma
Adobe Photoshop, Adobe Illustrator
Affinity Photo, Affinity Designer

AI TOOLS

ChatGPT, Cursor IDE, Claude, Github Copilot

STRENGTHS

Eye for layout & UX consistency, Speaks dev and design fluently, Sharp debugging skills, User-first UX thinking, Always learning, Mobile-first development

SUMMARY

Front-End Developer & UI Specialist with 5+ years of experience delivering polished websites and web apps for agencies and startups. I bridge the gap between design and development — taking Figma files and turning them into fast, responsive, accessible sites using React, Next.js, and Tailwind. I’ve led front-end builds for high-traffic products and custom client sites across industries. Collaborative, deadline-driven, and obsessed with UX details that elevate a brand’s digital presence. Building websites since I was 16 and still driven by the same obsession: getting every interaction and pixel just right.

WORK HISTORY

Lead Front-End Developer & Brand Designer

Blockpixels • November 2021 - Present

Blockpixels is a Web3 entertainment company building blockchain-based games and DeFi tools.

- Led the full front-end development of a high-traffic decentralized app (dApp) used by 100K+ users, using React, Next.js, and Figma.
- Owned branding and design systems, creating a consistent visual identity across the product, landing pages, and social platforms.
- Architected responsive UI/UX under tight startup timelines, collaborating closely with backend and tokenomics teams.
- Mentored a junior frontend developer on React code architecture, Typescript best practices, reducing code defects by 15% and improving code maintainability.
- Automated CI/CD via GitHub Actions, reducing deployment time by 40% and minimizing release errors.
- Drove community growth through design-led marketing, Discord integrations, and gamified UX.

Web Developer

Studiothink - Brand & Web Agency • February 2021 - November 2021

Studiothink is a Vancouver agency specializing in brand strategy, custom websites, and design.

- Developed fully responsive websites from designer handoffs using HTML, SCSS, JavaScript, PHP, and custom build tools.
- Delivered and maintained sites across WordPress, Concrete5, and Shopify, adapting to client needs while maintaining accessibility and performance standards.
- Led remote training sessions with 8+ clients post-launch, ensuring confident handoff and long-term content management self-sufficiency.
- Collaborated directly with designers to translate brand concepts into digital experiences.

Senior Front-End Developer / UX Designer

Smartt • June 2018 - February 2021

Smartt is a Vancouver digital agency focused on web development, analytics, and marketing.

- Delivered 3–4 custom websites monthly for diverse clients, balancing fast timelines with code quality and visual accuracy.
- Collaborated with marketing team on conversion rate optimization initiatives
- Delivered performance improvements resulting in 45% faster page loads and consistent 90+ Lighthouse scores.
- Engineered an original React social platform using live APIs to combat misinformation and improve UX.
- Led technical discovery calls and scoped deliverables with 5+ clients, aligning dev goals with business needs.
- Earned positive client feedback and a public LinkedIn commendation from the Canadian Mover’s Association.