



Cody Lindsay Gordon

<https://clg.name>

clg@clg.name

2013 - 2017	Scrunch Lead UI/UX
2017 - present	Attract.ai Designer/developer
2017	Sharedesk.net.au Designer/developer
2017	Muscle Coach Freelance artist
2013	The Room Co Design Studio Junior designer
2010 - present	Freelance designer & developer

Scrunch is a data-driven influencer marketing platform. Here I worked with a small team to build the data-rich Scrunch platform from the ground up. While I wore many hats, my overall role was to scope out a roadmap of features based on client needs and oversee them from concept to deployment.

I would first design and prototype a feature. This would then go through user testing and, based on user feedback, be iterated on until it is ready for development. I would then write a spec/tickets to hand over to the dev team. After development is complete, the feature would come back to me to write or polish the front-end code (mostly CSS and HTML). I also put the feature through QA testing, and once it is ready it would be released and user interaction data would be captured and monitored.

My role at Scrunch covered responsive web design, front-end development, user interface & user experience design, prototyping, animation & motion design, user testing & analytics, QA, agile development, CSS/Sass, HTML, Git, program management, branding & graphic design.

Portfolio

<https://clg.name>

[linkedin.com/in/codylg](https://www.linkedin.com/in/codylg)