

Crawford Forbes

Tucson, AZ | crawford.forbes@gmail.com | Portfolio: crawfordforbes.github.io

Senior Front-End Developer / JavaScript Engineer

Creative front-end engineer with 10+ years of experience building performant, accessible, and visually rich web applications. Deep expertise in JavaScript and modern web ecosystems, supported by a strong understanding of architecture, data flow, and UI engineering. Passionate about clean, maintainable code, and design systems that scale.

Professional Experience

Simpleview – Tucson, AZ

Team Lead / Web Developer | Jul 2018 – Aug 2025

- Led development for 30+ global tourism websites annually; oversaw architecture, scope, and delivery.
- Drove workflow improvements that reduced build times by ~30%.
- Built and customized interactive widgets such as maps, booking tools, sliders, and event systems.
- Integrated REST APIs and optimized data-driven pages for performance and SEO.
- Refactored components for reusability and maintainability in proprietary CMS environments.
- Led builds for award-winning projects including Visit Wyoming, Visit Mackinac Island, and Travel Santa Ana.
- Mentored developers in front-end fundamentals and modern JavaScript workflows.

Elegant Thought – Tucson, AZ

Front-End Developer | Sep 2015 – Jun 2017

- Developed SPAs for PwC using React, Redux, Webpack, and Highcharts.
- Architected MoneyTree Explorer, a financial data visualization and export tool.
- Created dashboards integrating survey data and analytics APIs via PHP backends.

Great Scott Design – Tucson, AZ

Web Developer | Aug 2017 – Jul 2018

- Developed WordPress and WooCommerce sites with responsive, secure custom themes.
- Built dynamic PHP features and optimized legacy sites for modern browsers.

Freelance / Personal Projects

Front-End Developer | 2015 – Present

- **sunshinenights.com** – Full-stack JS + Sinatra site featuring a custom CMS and secure authentication.
- **Portfolio Site (2024–Present)** – Greenfield app built with React, TypeScript, and Vite; includes modular UI components and interactive widgets.

Education

B.A. in Music – Susquehanna University, Selinsgrove, PA

Technical Skills

Languages: JavaScript (ES6+), TypeScript, HTML5, CSS3, PHP, SQL

Frameworks: React, React Router, Redux, Vite, Node.js, Express, Sinatra

Tools: Git/GitHub, Webpack, Gulp, Babel, npm, Cloudinary, Stripe

CMS: Simpleview CMS, WordPress

Specialties: Responsive Design, API Integration, Data Visualization