

# Eric Malcolm

Front-End Engineer, Architect, UI/UX & Web Accessibility Specialist

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## Summary & Skills

I am a results-oriented Senior Front-End Engineer with a proven track record of developing complex and production-ready web applications. I help architect and develop solutions to create usable, human-friendly and accessible websites, interfaces, and apps that work across multiple devices and platforms. After discovering my passion for web design I naturally progressed to web development with a focus on UI and UX. With 10+ years' experience in web development, I have become well-versed in many areas of the web including:

### Engineering, Testing & Debugging:

- HTML5 / CSS3 / SCSS / JS / ES6 / JSON
- React / Redux / TypeScript / PropTypes
- Storybook / Jest / React Testing Library
- Cypress / Playwright / Gherkin / Cucumber
- Node / Express
- React Native / Expo
- Browser Developer Tools - Inspector / Console / Network / Lighthouse
- Bootstrap / Foundation / HTML Emails
- Code Management / Version Control (Git)
- Design, Architecture & Code Reviews

### Software Development:

- Agile, SAFe, Scrum, Kanban
- Acceptance Testing & Validation
- Environment Management & Deployment
- Continuous Integration & Deployment
- Pair Programming / Mob Programming
- Behavior Driven Development (BDD)
- Test Driven Development (TDD)

### Leadership & Workflow:

- Project & Platform Management
- Team Management & Delegation
- Establish Development Processes & Technical Documentation
- Feature, User Story, and Task Estimation

### Accessibility (a11y):

- Certified Web Accessibility Specialist, IAAP - International Association of Accessibility Professionals
- WCAG 2.1+, ARIA, ATAG 2.0
- Creating an Accessible User Experience
- axe DevTools, axe Auditor, and axe Monitor, axe-core, jest-axe, cypress-axe

### Adobe Experience Manager (AEM):

- 5.6, 6.0 (Adobe Trained), 6.1 to 6.5
- Sightly/HTL Component Development, Templates, Workflows, API Implementations
- AEM as a Service (GraphQL, JSON, etc.)
- AEM Environment Architecture and Configuration
- Working with OSGi, CRX, JCR
- Authoring, Publishing, Activation, and Replication

### WordPress / WooCommerce Design & Development:

- Theme & Plugin Development
  - React on top of WP REST API
  - React Native App based on WP REST API
  - Website Maintenance & Management
  - Ecommerce Setup & Management
  - WordPress Multi-User & Scaling WordPress
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# Experience

## Lead Software Engineer Consultant

**Ford**

*January 2023 - Present*

*Dearborn, MI (Remote)*

### Ecommerce - Post Purchase Customization

*December 2023 - Present*

Helping build a customer experience for purchasing subscriptions and products after customers have purchased a vehicle as the lead developer in a Web Component, Node, and Express based architecture.

#### **Responsibilities:**

- API and Front-End Architecture Guidance
- Testing / Test Driven Development
- Accessibility Compliance Review and Development - WCAG 2.1 AA
- Mentoring and Training Developers

#### **Business/Technology Value:**

- Helping drive revenue through additional products after a customer has purchased a vehicle:
  - Blue Oval Charge Network Subscriptions, Chargers, Protection Plans, Accessories, etc.

### Ecommerce - Order Management

*January 2023 - December 2023*

Helped successfully launch a new order management experience for Ford Model e vehicles as the lead developer on a React application.

#### **Responsibilities:**

- React Component Development
- Front-End Architecture Guidance
- Testing / Test Driven Development
- Accessibility Compliance Review and Development - WCAG 2.1 AA
- Mentoring and Training Developers

#### **Business/Technology Value:**

- Helped lead the successful launch of a new order management experience in a completely new setup.
  - Manage Order experience with Progress, Next Steps, Education, and Add-ons, etc.

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## UX Engineer / Accessibility Consultant

**Regions Bank**

*Birmingham, AL (Remote)*

*June 2018 - Present*

## **Balance Design System**

*January 2021 - Present*

Planning and building reusable, accessible, and responsive React components, as well as leading accessibility compliance efforts within an internal design system.

### **Responsibilities:**

- Planning and Building Responsive React Components
- Implementing a Storybook based documentation site to showcase component and pattern usage.
- Coding, Testing & Debugging the Front-End of Websites & Web Apps
- Reviewing Internal Design System to Meet WCAG 2.1 AA Compliance

### **Business/Technology Value:**

- Creating a unified customer experience across the bank makes it easier for customers to use our products and services, increases retention, and minimizes unnecessary call center support interactions.

## **Digital Banking Platforms**

*June 2018 - December 2022*

Led accessibility compliance efforts across multiple agile teams supporting large scale digital banking projects.

### **Responsibilities:**

- Reviewing Websites and Web Apps to Meet WCAG 2.0 & 2.1 AA Compliance
- Coding, Testing & Debugging the Front-End of Websites & Web Apps
- Advocating for accessibility across digital banking properties
- Teaching/guiding agile teams to incorporate accessibility from the beginning and build accessible components and products.

### **Business/Technology Value:**

- Getting the various websites and properties updated with web accessibility and ADA standards to give customers the best online digital experience.
- By reviewing websites and apps for accessibility, we ensure an equal customer experience as well as prevent potential legal action.

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## **Principal Technical Consultant**

*May 2022 - December 2022*

**VMLY&R**

*Detroit, MI (Remote)*

## **Sherwin Williams - Color Journey**

*May 2022 - December 2022*

Helped successfully launch a new color journey experience for Sherwin Williams customers as the lead developer on an AEM 6.5 platform with React.

### **Responsibilities:**

- Leading the development team of junior, mid-level, and senior developers
- AEM Component Development
- Front-End Architecture Guidance

- React Component Development
- Storybook Implementation
- Accessibility Compliance Review and Development - WCAG 2.1 AA
- Mentoring and training developers
  - React / State Management
  - AEM Architecture and Setup

#### **Business/Technology Value:**

- Helped lead the successful launch of a new Color Journey experience in a newer AEM setup:
  - Color Detail Pages
  - Color Detail Hero - Single Page Application for easier transitions of colors
  - Scene Visualizer
  - Color Grids
  - Color Swatches

### **Lead Technical Consultant**

*October 2021 - May 2022*

**Perficient**

*Livonia, MI (Remote)*

Promoted to Lead Technical Consultant while working on the Ford Ecommerce project.

### **Senior Technical Consultant**

*October 2019 - October 2021*

**Perficient**

*Livonia, MI (Remote)*

#### **Ford Ecommerce**

*May 2020 - May 2022*

Participated, trained and guided an agile team to successfully launch part of an AEM 6.4 ecommerce application across multiple markets in North America and Europe.

#### **Responsibilities:**

- Front-End Architecture Guidance
- React Component Development
- Redux, Thunks, Actions, Reducers, Selectors Implementation and Planning
- Storybook Implementation
- Testing / Test Driven Development
- AEM Architecture Planning
- AEM Component Development
- AEM SPA Editor with React
- Accessibility Compliance Review and Development - WCAG 2.0 AA
- Led the team at multiple times when we had no official Anchor / Lead Developer
- Trained many developers and Anchors on the project: 5 Anchors, 10+ Developers
  - React / Redux
  - AEM Architecture and Setup
  - API Architecture

**Business/Technology Value:**

- Helped manage the successful launch of the Mustang Mach-E Reservation Flow for North America.
- Helped lead the successful launch of an Ecommerce Cart in North America and Europe for the Mustang Mach-E & Other Eligible Vehicles
  - Payment Calculator, Trade In, Accessories, Charging, Delivery

**Ford Credit**

*January 2020 - May 2020*

Helped guide an agile team to successfully launch an AEM 6.4 website platform with multiple financial services marketing websites.

**Responsibilities:**

- Process Implementation and Documentation Helping to Organize an Agile Team
- AEM Architecture Planning
- AEM Component Development
- Helped Establish an Internal Design System for the Branding and Re-utilizing of Elements
- Accessibility Compliance Review and Development - WCAG 2.0 AA

**Business/Technology Value:**

- Helped manage the successful launch of an AEM 6.4 website platform by following Adobe guidelines/standards: architecture, templates, extending out of the box components, etc. This allows the business to author components much easier and the development team to upgrade easier and re-utilize components.

**Michigan Hispanic Collaborative**

*October 2019 - January 2020*

Worked with a small team to extend a website into a non-profit website platform for helping minorities obtain resources to achieve a higher education. Oversaw the development and implementation of core features on a WordPress based platform with the LearnDash Learning Management System (LMS).

**Responsibilities:**

- Worked on the Implementation of Core Features for the Platform: User Management, Content Restriction, Custom Post Types, LMS
- Helped the team work on some enhancements to launch the product.

**Business/Technology Value:**

- Gathered the initial requirements from the non-profit and turned them into actionable functionality within the platform to develop a minimum viable product.

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**Technical Lead; Owner**

*September 2010 - December 2018*

**Malcolm Digital**

*Sterling Heights, MI*

As a freelance web designer, developer and strategist I build client websites and help them grow their business. Started in 2010 to provide services for select projects, focusing on Optimized Websites and Content Driven Marketing.

**Responsibilities:**

- Maintaining Multiple Ongoing Projects and Client Relationships
- Planning Responsive Website Design, Usability, and User Experience
- Design / Development / Maintenance Client Websites - WordPress, WooCommerce, Static and Apps
- Optimizing Website Content and Performance for SEO - Analytics & Conversion Tracking
- Coding, Testing & Debugging - HTML5 / CSS3 / LESS / SASS / JS / AJAX / JSON / AngularJS / React / React Native / WordPress / PHP

**Business/Technology Value:**

- Gave businesses the platform to make money online through ecommerce applications.
  - Allow businesses to maintain their own website through a maintained set of components.
  - Helped increase revenue for businesses through Mobile Websites, SEO, PPC, and Social Marketing.
  - Performing ongoing site maintenance for customers, so they can focus on running their business.
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**Senior Web Developer - Team Lead**

*Jan 2017 - June 2018*

**Optum Technology**

*Southfield, MI*

Responsible for the front-end development, AEM consulting/development and leading teams on internal/client projects: websites and applications for consumer, provider, and physician support. Responsibilities include:

- Leading an Agile Development Team - Architecting and Creating Components in a Design System for an AEM Based Digital Marketing Platform
- Coding, Testing & Debugging - HTML5 / CSS3 / LESS / JS / AJAX / JSON / AngularJS / AEM / React
- Building Accessible Websites and Web Apps to Meet WCAG 2.0 AA Compliance
- Planning, Facilitating & Building Responsive Sightly Components with AEM 5.6, 6.0, 6.1, 6.2 & 6.3
- Creating Usable Websites / Web Apps on Multiple Devices, Browsers and Screen Sizes

**Senior Web Developer**

*May 2014 - Jan 2017*

Responsible for the front-end development, design system integration, and AEM consulting/development on internal/client projects: websites and applications for consumer, provider, and physician support.

Responsibilities included:

- Coding, Testing & Debugging - HTML5 / CSS3 / LESS / SASS / JS / AEM / AngularJS / React
  - Building Accessible Websites and Web Apps to Meet WCAG 2.0, Section 508 & ADA Compliance
  - Planning, Facilitating & Building Responsive Sightly Components with AEM 5.6, 6.0, 6.1 & 6.2
  - Creating Usable Websites / Web Apps on Multiple Devices, Browsers and Screen Sizes
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## **Webmaster, Web Designer & Media Strategist**

*November 2013 - June 2014*

**Lifestyle Lift**

*Troy, MI*

As the webmaster I managed, strategized, and implemented solutions on all web properties of Lifestyle Lift. Lifestyle Lift provided a specialized cosmetic facial procedure to patients in 70+ centers nationwide.

Responsibilities included:

- Usability, User Experience and Marketing Planning for 75+ Responsive Web Properties
  - Design, Development, Optimization and Content Management of Main Website, Local Websites, Landing Pages and Microsites
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## **User Interface / Web Designer**

*January 2012 - November 2013*

**Search Optics**

*Ferndale, MI*

As a part of the design team, I planned out and designed responsive automotive dealer websites.

Responsibilities included:

- Basic User Experience Research and Design
  - Responsive Website/User Interface Design / Landing Page Design
  - Logo Design / Branding / Slide and Banner Design
  - Email Marketing Design and Coding / Social Media Graphics / Flash Display Ad Design
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## **Front-End Web Developer / Designer**

*January 2011 - January 2012*

**Lifestyle Lift**

*Troy, MI*

As part of the Web Design and Online Marketing Team I planned out, designed and developed web properties for 60+ centers nationwide. Responsibilities included:

- Design & Development of Microsites, New Local Sites and Landing Pages
  - Local Search Engine Optimization and Google Analytics Tracking
  - Display Ad Design and Other Graphic Design
  - Design, Development of Joomla-based Intranet
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## **Freelance Graphic + Web Designer & Developer**

*June 2008 - September 2010*

**Freelance**

*Warren, MI*

As a freelance designer & developer getting my start I focused on basic business needs and building client websites. I started freelancing while in school for Graphic & Digital Media Design. Responsibilities included:

- Graphic Design: Brochures, Business Cards, etc.
  - Print Page Layout and Editing
  - Web Design Layouts & Graphics
  - Web Development
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## Education

### **Bachelor's of Technology, Digital Media Design**

*Baker College of Clinton Township, 2009 - 2011*

### **Associates of Business, Graphic Design**

*Baker College of Clinton Township, 2006 - 2009*

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## Certifications

### **Web Accessibility Specialist**

*IAAP - International Association of Accessibility Professionals, December 2023*

### **Adobe Experience Manager/AEM 6.0 Developer**

*Adobe, June 2015*

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## Volunteering

### **WordCamp Detroit - Organizer**

*2020*

Working with other co-organizers to coordinate a great Tech Conference focused on WordPress!

- 2020 - June 13th at Wayne State University (Canceled due to COVID-19)
- [detroit.wordcamp.org](https://detroit.wordcamp.org)

### **Metro Detroit WordPress Meetup - Lead Organizer**

*August 2013 - January 2020*

Working with other co-leaders, I helped coordinate different speakers to talk about WordPress to users, designers and developers in Metro Detroit at monthly meetups.

- [twitter.com/metrodetroitwp](https://twitter.com/metrodetroitwp)

### **WordCamp Detroit - Lead Organizer**

*2017 – 2019*

Leading the effort and working with other organizers to coordinate a great Tech Conference focused on WordPress!

- 2018 - April 28th at Grand Circus Detroit
- 2019 - May 18th at Cass Tech High School
- [detroit.wordcamp.org](https://detroit.wordcamp.org)

### **Boy Scouts of America - Treasurer**

*2016 – 2019*



As the pack treasurer I ensure the pack's finances are sound, helping the committee and the Cubmaster establish a pack budget plan. Other responsibilities include collecting dues from den leaders, checking pack disbursements against budget allowances and paying bills.

### **Community Volunteer for Social Responsibility Team - Optum Technology**

*2015 – 2018*

For a few years, along with the rest of the social responsibility team, we helped out in different aspects of community and social service. Some examples include: Book Drives, Glove Drives, Blanket Drives, Toys for Tots, Community Farming, Food Bank Volunteering and more.