

Eric Malcolm

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

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Summary & Skills

I am a seasoned Senior Front-End Engineer who has delivered many intricate, dependable, and scalable web applications and design systems. I specialize in architecting and implementing solutions that prioritize usability, accessibility, and performance across a variety of devices and platforms. My journey began with a passion for web design, leading me seamlessly into web development, with a focus on UI and UX. With over 14 years of experience, I've cultivated a comprehensive understanding of various facets 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
- Extreme Programming, SOLID, DRY
- 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:

- Web Component Development & Code Reviews
- API and Front-End Architecture Guidance
- Testing / Test Driven Development
- Tekton CI/CD Setup
- Google Cloud Platform Migration
- Accessibility Compliance Review and Development - WCAG 2.1 AA
- Mentoring and Training Developers
- Collaborating with Multiple Teams in Different Timezones

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 & Code Reviews
- Front-End Architecture Guidance
- Testing / Test Driven Development
- Accessibility Compliance Review and Development - WCAG 2.1 AA
- Mentoring and Training Developers
- Collaborating with Multiple Teams in Different Timezones

Business/Technology Value:

- Delivering a better customer 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

June 2018 - Present

Regions Bank
Birmingham, AL (Remote)

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
- Building React and TypeScript Prototypes with the Design System Components for Adopters
- Collaborating with Multiple Teams in Different Timezones

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.
- Reducing design and development costs on projects by ~30%

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.

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
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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 a large scale AEM 6.4 ecommerce front-end 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.

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 an 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

Certifications

Web Accessibility Specialist

IAAP - International Association of Accessibility Professionals, December 2023

Adobe Experience Manager/AEM 6.0 Developer

Adobe, June 2015

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

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

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

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.