

PROFESSIONAL SUMMARY

Full-stack developer, experience in web lifecycle management, from UX/UI design to production-grade React applications. Specialize in building scalable systems with React.js, Next.js, MongoDB, and RBAC, delivering features that drive growth and streamline operations. Ambitious collaborator eager to optimize workflows and mentor teams in agile environments.

SKILLS

Languages & Frameworks: JavaScript, React.js, Next.js, React Native

Databases & State: MongoDB, Mongoose, Appwrite, TanStack Query

Styling & Design: Tailwind CSS, Shadcn, Figma, Adobe

Auth & Security: JWT, OAuth 2.0, RBAC

DevOps & Tools: Git, Vercel, Render, Netlify, Jest

Web Platforms: WordPress, Webflow

Services: HubSpot, Checkfront, Klaviyo, MailerLite

SOFTWARE DEVELOPER - Beta Board · Startup 2025 - Present · betaboard.ca

Lead full-stack development for climbing route and competition management platforms, enabling managers to plan, schedule, and track via user-friendly interfaces.

- Improved route planning and coordination for climbing gyms by delivering a clear, intuitive platform for managing routes across facilities.
- Reduced administrative overhead by replacing manual scheduling with automated workflows that prevent conflicts, publish changes instantly, and keep teams aligned in real time.
- Enabled secure, multi-tenant collaboration by designing role-based access that mirrors real gym ownership and staff responsibilities.
- Increased usability and adoption through a drag-and-drop route management experience that prioritizes speed, clarity, and ease of use.
- Improved system reliability and trust by enforcing consistent permissions and data integrity across all route and facility operations.
- Delivered responsive, high-performance dashboards that keep route data accurate and up to date, even as teams work concurrently.

SOFTWARE DEVELOPER - Beta Comp · Startup 2025 - Present · betacomp.ca

Lead full-stack development for climbing route and competition management platforms, enabling managers to plan, schedule, and track via user-friendly interfaces.

- Simplified competition setup and execution by giving organizers a centralized dashboard to manage events, registrations, and staff workflows.
- Reduced manual effort and error-prone processes by automating capacity management, waitlists, and role-aware registration flows.
- Improved clarity and fairness for athletes and officials through transparent registration states, permissions, and event access.
- Increased operational confidence by enforcing strong role-based controls that ensure users only access actions and data relevant to their role.
- Enhanced perceived speed and reliability with responsive, real-time interfaces that keep event data consistent across users.
- Ensured data accuracy in high-change scenarios by safeguarding multi-step operations and preventing partial or inconsistent updates.

SOFTWARE DEVELOPER - Canmore Food Recovery Barn · 2025 - Present · ticketfarm.ca

Built a full-stack application for registration workflows, translating operational needs into a system that eliminated outdoor waits and ensured fair distribution for 100+ daily users.

- Optimized backend with Node.js/MongoDB, automating winner selection and notifications, reducing staff time by 40% and preventing overbooking.
- Reduced stress and confusion for users by designing clear, time-bound registration flows aligned with real operational constraints.
- Decreased administrative overhead for staff by automating registration, selection, and notifications, freeing time for on-the-ground work.
- Increased system reliability in a resource-constrained environment by enforcing clear capacity limits and predictable outcomes that users could trust.
- Supported collaboration between staff and users through real-time feedback and safeguards that prevented overbooking and operational bottlenecks.

WEB DEVELOPER / DESIGNER - Freelance designer & web developer · 2019 - Present · studio587.ca

I own the full web lifecycle, from strategy and UX/UI through build, launch, and ongoing improvement, delivering scalable, easy-to-manage websites. My work prioritizes performance, accessibility, and clean CMS structures that enable teams to update content confidently without technical friction.

I collaborate closely with clients to design complete digital systems, including CMS foundations, email campaigns, and CRM integrations, so content, membership, and communication work together seamlessly. Ongoing maintenance and optimization ensure sites remain fast, reliable, and visible over time, supporting measurable growth.

Bow Valley Climbing Access Society (BVCAS) — bvcas.ca

- Strengthened community outreach and volunteer engagement by delivering a clear, mobile-first website with unified messaging and accessible navigation.
- Improved communication with partners and members by simplifying content structure and making key information easy to find and update.

Canmore Indoor Climbing Society (CICS) — canmorecics.net

- Enabled growth of a youth climbing program by designing and launching a website and brand identity that supported registration, communication, and program visibility.
- Supported a community of 150+ active members and contributed to ~30% year-over-year growth through a clearer, more credible digital presence.

Shovels Up — shovelsup.ca

- Increased inbound leads by ~85% by simplifying inquiry flows and removing friction from the customer contact and service selection process.
- Reduced back-and-forth with customers by clearly presenting services, availability, and next steps.

Summit Custom Conversions — summitcustomconversions.ca

- Increased online inquiries by ~40% within 12 months by launching a visually cohesive website that clearly communicated craftsmanship and value.
- Strengthened brand perception through consistent visual identity and clear storytelling aligned with the company's positioning.

Clearwater Paddleboards — clearwaterpaddleboards.ca

- Established a credible online presence that supported premium positioning and long-term demand for handcrafted products.
- Contributed to a two-year order backlog by aligning brand identity, product storytelling, and responsive web design.

VOLUNTEERING

Teaching Assistant - MERN Stack Program - ComIT · Nonprofit Programs · 2025 - Present · comit.org

Teaching Assistant role following successful completion of ComIT's MERN stack development program. Mentor students in full-stack JavaScript technologies (MongoDB, Express.js, React, Node.js), conduct code reviews, and provide technical guidance to support student success in building modern web applications.

Web Developer - Bow Valley Climbers Access Society · Nonprofit Organization · 2022 - Present · bvcas.ca

Designed, developed, and maintained the organization's website, implementing a mobile-first CMS structure, performance optimizations, and accessibility improvements to support community outreach and advocacy.

PREVIOUS WORK

Product Designer - Rocky Mountain Soap Company · 2023 - 2025 · Canmore AB

Social Media Manager - Re/Max Alpine Realty · 2022- 2023 · Canmore AB

Manager of Operations / Social Media Manager - Canmore Climbing Gym · 2021 - 2023 · Canmore AB

Head of Routesetting Department / Designer - Town Of Canmore - Elevation Place · 2013- 2021 · Canmore AB

Graphic Designer - Banff Sign Co. · 2011- 2013 · Canmore AB