PROFESSIONAL SUMMARY

Product-focused developer with a strong sense of ownership and an ambitious, practical approach to problem-solving.
I enjoy collaborating closely with designers and product teams, iterating quickly, and building features that have
a direct impact on users.

Professionally, I work as a front-end developer focused on production-grade React applications, with growing experience
in cross-platform and mobile development. I specialize in building reusable UI components, integrating APIs, and delivering
maintainable features, working closely with product managers and senior engineers to ship high-quality experiences
across web and mobile platforms.

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

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

I manage the full web lifecycle, including strategy, UX/UI design, development, launch, and ongoing maintenance to deliver modern, scalable,
and easy-to-manage sites. My builds prioritize core web vitals, accessibility, and clean CMS structures that teams can update independently,
without technical barriers. Collaborating closely with clients, I develop complete digital ecosystems including CMS setup, email campaign platforms,
and CRM integrations to streamline content, membership, and communication. Structured maintenance plans (backups, updates, audits)
ensure sustained speed, reliability, and search visibility, driving measurable results and growth for clients.

- **Bow Valley Climbing Access Society (BVCAS)** — bvcas.ca
  Delivered an intuitive, mobile-first site with unified messaging to strengthen outreach, deepen volunteer engagement, and
  support community partnerships.

- **Canmore Indoor Climbing Society (CICS)** — canmorecics.net
  Designed and developed a website and brand identity that empowered the youth climbing program, launched platform supporting 150+
  active members, 30% growth YoY.

- **Shovels Up** — shovelsup.ca
  Drove 85% inbound leads by launching a website with simplified inquiry flows, cutting back-and-forth and making it effortless to contact
  the business and purchase wide range of services.

- **Summit Custom Conversions** — summitcustomconversions.ca
  Built a visually engaging website and cohesive brand identity to showcase craftsmanship, delivered new website that contributed to
  40% increase in online inquiries within 12 months.

- **Clearwater Paddleboards** — clearwaterpaddleboards.ca
  Established a strong online presence with a full brand identity and responsive website that resulted in two year booking for handcrafted
  paddleboards.

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

Built a full-stack tool to replace manual ticketing, enabling fair food distribution without outdoor waits.

- Translated nonprofit operational needs (fair selection, no wasted time) into technical solutions: Developed online
  registration workflows with React.js front-end (HTML/CSS/JavaScript) for user sign-ups during set windows.

- Implemented backend with Node.js/MongoDB for random winner selection based on daily capacity, plus email notifications
  for pickup slots—ensuring immediate results and equitable access.

- Supported cross-stakeholder collaboration (staff, users) with real-time features like capacity limits and atomic transactions,
  reducing inefficiencies in resource-constrained environments.

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

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

- Translated operational requirements into technical processes: Designed hierarchical data architecture with MongoDB,
  supporting membership databases, event scheduling, and real-time analytics, analogous to CRM migrations and
  workflows.

- Built front-end features with React.js, HTML/CSS/JavaScript, and TanStack Query for interactive dashboards, route
  versioning, and grade distribution charts, ensuring seamless real-time synchronization.

- Implemented sophisticated RBAC system (Owner, Admin, Senior, Member, Guest) with resource-specific permissions,
  allowing cross-gym roles and collaborative support across departments.

- Developed event management tools: Created/update/removed events with facility selection, capacity limits, and
  streamlined registrations using automated workflows and waitlists to reduce admin overhead.

- Ensured data integrity via Mongoose transactions and reconciliation jobs for atomic operations (e.g., cascading deletions),
  with production-ready features like Zod validation, error handling, responsive design, and dark/light themes.