

BIO

Creative Technologist with over 20+ years of experience in digital strategy, design, UI/UX, web development, motion, and 3D. Proven track record collaborating with advertising agencies, creative studios, corporations, and start-ups to deliver hundreds of successful digital projects. Specialising in frontend tech and fostering positive team relations.

Location
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ABN

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EXPERIENCE

LEONARDO.AI

LEAD FRONTEND DEVELOPER | NOV 2022 - AUG 2023

Responsible for the frontend build of Leonardo.AI, an Australian AI generative startup. Original architect of the platform's scalable frontend. Built most of Leonardo.AI's reusable UI components and sections using Chakra UI. Collaborated with the UX team, stakeholders and other frontend engineers weekly for product review. Designed/developed new sections of the platform missed by the UX team. Created, maintained and increased the functionality of most AI tools. Submitted and coordinated new tasks, features and bugs to the team via Jira.

- 7 million users worldwide.
- 4.5 million images generated a day.
- Raised over \$40 million in funding from investors within its first year.
- Third most popular Discord channel in the world.
- Now employs a global team of over 100.

WAX INTERACTIVE

SENIOR FRONTEND DEVELOPER | SEPT 2022 - NOV 2022

Complete overhaul of the thelimbic.com frontend using HTML, CSS and Javascript via WordPress. Provided website updates and frontend/backend maintenance for existing Wax Interactive clients. Assisted inhouse creative services and UX/UI designs for frontend builds.

AKCELO

FRONTEND DEVELOPER | FEBRUARY 2021 - JANUARY 2022

Specialising in custom eDM HTML/CSS builds and CRM integration for various Akcelo clients.

- TikTok Canada | Mailchimp CRM | 50+ eDM builds.
- TikTok Australia/NZ | Mailchimp CRM | Bi-Monthly eDM builds.
- PetCulture.com.au | Klaviyo CRM | 40+ eDM builds.
- Wiseman Surf Lodge | Hubspot CRM | 18 customer journey eDM builds.
- Paramount+ | HTML5/ES6 Landing Page build with frontend API.

HUMMGROUP

DIGITAL DESIGNER / DEVELOPER | MAR 2019 - MAR 2021

Inhouse eDM developer and digital designer for hummgroupp's marketing department.

- Converted daily Figma designs into CRM integrated eDM campaigns.
- Developed website builds and Wordpress templates for partners.
- Supplemented the design team with additional eDM Figma designs.
- Styled PowerPoint sales decks used in external presentations.
- Designed and developed HTML5 banners for Flexigroup products.
- Designed graphical tileset assets & GIFs for mobile advertising.
- Produced animations in After Effects for video advertising.

UNIVERSITY OF SYDNEY

DIGITAL DESIGNER / DEVELOPER | DEC 2018 - JAN 2019

Responsible for the design and development of a major UNSW HTML5 banner campaign.

RICHARDS ROSE

DIGITAL DESIGNER / DEVELOPER | JULY 2015 - NOV 2018

Designed & developed dozens of digital campaigns - including motion builds, HTML5 banner builds, minisite builds, eDM builds, and WordPress builds. Clients include Stan, Mitsubishi, Wild Turkey, Nivea and Skyy Vodka. Also responsible for the design and development of the Richards Rose website.

BIG RED GROUP

DIGITAL DESIGNER / DEVELOPER | MAY 2015 - JUNE 2015

Responsible for flash builds, social media design builds, eDM builds, motion builds and other digital assets for brands such as Jetstar, Renault and Bupa.

AJF PARTNERSHIP

DIGITAL DESIGNER / DEVELOPER | FEB 2013 - JULY 2015

Responsible for flash builds, eDM builds, HTML builds and motion builds. Clients include News Corp Australia, Mr Men, Rams Home Loans and Perpetual Limited.

TECTONIC DIGITAL

DIGITAL DESIGNER / DEVELOPER | JULY 2012 - NOV 2013

Responsibilities include responsive HTML builds, flash builds, motion builds, WordPress template builds and CSS/HTML frontend development. Most notable works include the art direction and flash builds across official Google products and services.

M&C SAATCHI

SENIOR DIGITAL DESIGNER / DEVELOPER | 2011 - 2012

Responsible for flash builds, motion builds, edm builds, digital design and HTML development. Clients include Qantas, Optus, Google, Westfield and Woolworths.

VMLY&R

DIGITAL DESIGNER / DEVELOPER | 2006 - 2008

Responsible for minisites, digital designs, flash builds, actionscript development and edm development for clients such as Telstra, Microsoft and Career One.

SKILL SET

Project Management: Google Suite, Trello, GitHub, Jira, Slack.

Design/UX: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Powerpoint.

Front End: HTML5, CSS, Javascript ES6/ES8, GSAP, npm, Typescript, API integration (REST/GraphQL/Apollo), ThreeJS, JQuery, SASS.

Frameworks/Libraries: NextJS, React.js, Astro, WordPress, Three.js R3F, Tailwind CSS, Bootstrap, Chakra UI, Foundation For Email, Gulp.

Back End: Node.js, Express, MongoDB, Firebase, Apollo, GraphQL, AWS, Cloudfront, PHP.

Motion: After Effects, Premiere, Blender, 3dsmax, Zbrush, Unreal Engine, Unity.

Supplementary: Google Web Designer, Animate, Audition, Cubase, Handbrake, Adobe Media Encoder, Google Doubleclick/Ad Manager, OBS, OculusSDK.

AI: ChatGPT, GitHub Copilot, Leonardo.AI, Stable Diffusion, ElevenLabs.