

# Jules Lye

**FRONTEND WEB DEVELOPER & DESIGNER**

BRUNSWICK, MELBOURNE

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Hey Working Party team,

My name is Jules, and I'd love to apply for the **Senior Frontend Developer** role.

For 12 years, I've worked at Involved, a digital agency in Collingwood, Melbourne. I've worked on projects for brands including Accor, ANCAP Car Safety, Gristmill and a range of ecommerce businesses including The Holistic Ingredient, Pieces of Eight and Outrè Gallery. I have loads of experience using Shopify Liquid, JavaScript, TypeScript, React, Tailwind, HTML5, CSS3 and GitHub, focusing on creating accessible and high-performing websites. Also, being a small agency, our roles often overlapped, so I've also got experience using Photoshop, Rails, Google Analytics and Vercel (amongst others).

I think that given my experience in frontend development, web design and ecommerce I could be a great addition to your team. I love collaborating on projects—what better way to share skills! I also understand the importance of managing my own time in order to handle workloads and meet deadlines. The Working Party has a very exciting array of clients and I'd be thrilled to join your amazing team.

Before moving into digital, I spent 10 years working in music retail, so I have a solid understanding of how shops are run and what they need. I also have a keen interest in branding and love helping brands communicate their message and personality online. There's plenty more about my professional/technical abilities and work history in my resume. If you have any further questions or just want to have a chat, send me a message or give me a call anytime.

A little bit about me outside of the digital realm - I'm 44, raised in Wellington, NZ and have spent the past 13 years in Melbourne. I live in Brunswick with my partner Liz and our 7 year old daughter Nico. I love code, music, illustration, guitars and hanging with friends and family.

Thanks for the opportunity to apply for the role. I hope we can chat further soon.

Cheers,

Jules Lye (he/him)  
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## PROFILE

With 12 years of experience in a digital agency, I specialise in crafting functional and high-performing websites and online experiences. As a **Frontend Developer and Designer**, I blend technical expertise with creativity, delivering everything from **ecommerce stores** and **corporate websites** to rich, data-driven **CMS platforms** and **engaging landing pages**.

I have highly developed frontend skills in **HTML5, CSS3, JavaScript, React, Tailwind and Shopify Liquid**, and I adapt to the right tools for each project. My role often extends beyond coding - collaborating on branding, campaign development, client communication, UX/UI and DNS management.

Passionate about clean code & design, performance optimisation and user experience, I love bringing creative ideas to life while building strong client relationships.

## KEY SKILLS

### Technical Skills (Core Development & Design Experience)

- Frontend Technologies: Proficient in HTML5, CSS3, JavaScript
- CSS Frameworks & Preprocessors: Tailwind, Bootstrap, SCSS/SASS, Bulma
- JavaScript Frameworks & Libraries: React, Next.js, jQuery
- CMS & Ecommerce Platforms: Shopify (Liquid), Squarespace, Wordpress
- SEO & Accessibility: Google Search Console, structured data, descriptive semantic code
- Design Tools & UI/UX: Adobe Photoshop, Adobe XD, Adobe Illustrator, Canva, Google Web designer
- Version Control: GitHub
- Performance Optimisation: Google page speed insights, asset minification
- Backend Knowledge: API integration, Node.js, Ruby on Rails
- Animation & Interactivity: Framer Motion, LottieFiles, CSS animations
- Testing & Debugging: Chrome DevTools, Browserstack
- Hosting & Deployment: Vercel, AWS, GitHub Actions, TravisCI

### Hard Skills (Specialised & Industry-Specific Experience)

- Responsive & Mobile-First Development
- Cross-Browser & Cross-Device Compatibility
- Component-Based Architecture & Design Systems
- DNS & Domain Management
- Email & Campaign Development (HTML emails, Mailchimp, Campaign Monitor, Klaviyo, Litmus)
- A/B Testing & User Analytics (Google Analytics, GTM)
- Branding & Digital Identity Implementation
- Collaboration with Producers, Designers, Developers & Clients
- Social Media Campaigns & Design: Strategic planning, creative content development, execution

### Soft Skills (Communication & Professional Development)

- Adaptability to New Tools & Technologies
- Team Collaboration
- Problem-Solving & Debugging
- Project & Time Management
- Attention to Detail in UI/UX
- Creativity & Design Thinking
- Client Communication
- Handling Deadlines & Fast Paced Environments

# WORK EXPERIENCE

## **FRONTEND WEB DEVELOPER & DESIGNER | 2013 - PRESENT**

*Involved LTD | Creative Digital Agency*

*Collingwood, Melbourne | Involved.com.au*

*Select clients - Accor, ANCAP, Gristmill Productions, Pieces of Eight, The Holistic Ingredient, Outré Gallery*

For over 12 years I have been a key part of Involved, a boutique digital agency in Collingwood, Melbourne. As a Senior Frontend Developer and Designer, my role has spanned multiple areas of the business, from frontend development and UI/UX design, to branding, SEO data strategies, campaign work and client management.

I have had the opportunity to work with major clients such as Accor, ANCAP Car Safety and Gristmill. I've also worked on various ecommerce brands, corporate websites, creative projects for film and media clients and not-for-profit organisations. Standout projects include leading the development of The Holistic Ingredient's Shopify ecommerce site, and ANCAP's custom-built CMS platform which delivers a seamless, data-driven user experience.

At Involved, I have gained experience using React, Tailwind, Shopify Liquid, WordPress and Ruby on Rails, always adapting to the best tech for the project. I take pride in delivering clean, accessible and high-performing digital experiences, while building strong relationships with clients and colleagues.

## **YOOBEE TECHNOLOGY AND DESIGN | 2012 - 2013**

*Web Development Diploma Tutor | Wellington, New Zealand*

In this role, I marked assignments for the one-year Web Diploma, troubleshooting and testing student work. I provided feedback on more efficient approaches, which deepened my understanding of HTML, CSS, PHP, and MySQL. I also developed strong time management skills by helping students plan their projects and occasionally tutored classes of up to 20 when required. This further enhanced my ability to explain complex concepts clearly and support students in their learning journey.

## **YOOBEE TECHNOLOGY AND DESIGN | 2012 - 2013**

*Web Development Short Course Tutor | Wellington, New Zealand*

In this role, I designed and delivered two-day courses in HTML & CSS or PHP & MySQL. This experience helped me solidify my understanding of the core concepts and best practices of these languages. I taught classes of up to ten students, mostly IT and corporate professionals looking to upskill, which not only enhanced my own skills but also allowed me to help others grow.

# EDUCATION

## **YooBee Technology and Design | 2010-2012**

*Wellington, New Zealand*

### **Diploma in Web Development and Design**

The Web Diploma is a highly industry-focused course covering design, usability, programming, and site development. Each assignment prepared us for the real world – from writing proposals and pitching ideas to following our designs throughout development and delivering final documentation. Meeting industry standards was paramount. I was awarded the Webco Interactive Excellence Award for my work. This national award is judged by industry specialists

### **Certificate in Web and Graphic Design**

The Certificate in Web and Graphic Design is a dynamic course that blends creative design with practical web fundamentals. It covers visual communication, layout, typography, and usability, enabling us to create work that's both eye-catching and functional. Each project was structured to reflect real-world industry practices—from initial design concepts to final execution—ensuring our skills meet professional standards.