

Gene Armstrong

Software Developer

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I have fun building software with smart, passionate people. It's my continuing goal to improve the ui/ux quality of my work while also growing my full-stack skills. I enjoy the challenging interplay between dev theory and real-world business requirements.

My Skillset

UI/UX

Implement and maintain living component design systems (Storybook, Figma, UXPin, Bit, atomic design)

Build clean mobile-first responsive interfaces (S/CSS, Tailwind, Chakra UI, Material UI, Lit, SVG, vanilla JS)

Research ux best practices and prototype solutions

Deep interest in graphic design and gestalt principles

Visual, interaction, accessibility, and user-flow testing (React Testing Library, Jest, Chromatic, Cypress)

Full Stack

Create complex modern web apps from the ground up (React, Next, Svelte(Kit), Jamstack, Gatsby, Rollup)

Employ appropriate strategies for native isomorphism (PWA, React Native, NativeScript, Flutter)

Backend functionality for product features (Typescript, Node, No/SQL, DDD, AWS, Serverless)

Handle api data loading patterns (SWR, GraphQL)

Marketing Tech

Integrate modular CMS into custom apps (Storyblok)

Manage tools for user insights (GTM, GA4, BigQuery, Hubspot CRM, Tableau, LaunchDarkly)

Assess, monitor and improve SEO/ASO and app speed

Leadership

Facilitate an enthusiastic and respectful team culture

Break down product features into realistic dev roadmaps and tickets (JIRA, GitLab)

Keep up with industry tooling and prioritize DevX

Work History

Chroma Technologies

Software Developer
2020-2022

SkipTheDishes

Senior Software Developer,
Tech Team Manager
2015-2020

iQMetrix – Ready

Senior Software Developer
2020

Real Estate Webmasters

Senior Web Designer
2015-2016

Websites.ca

Web Designer & Developer
2011-2015

Autostraddle.com

Web & Graphic Designer
2012-2014

Please ask me for more details about my past projects, for samples of my work, or for personal references from my colleagues.

Thank you!