

# Hayden Barnett

## Frontend Engineer

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### About

Senior frontend engineer focused on high quality UI/UX with over 10 years of experience building accessible and performant interfaces and design systems in various industries.

Living in Sydney, Australia.

### Skills

HTML  
CSS  
SCSS  
Tailwind  
JavaScript  
TypeScript  
React  
Next  
Vue  
Nuxt

Figma  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects

### Education

#### Bachelor of Information Technology

2009 - 2011  
Graduated with Distinction

Charles Sturt University

Major  
Software Design & Development

Minor  
Animation & Visual Effects

## Experience

### Frontend Engineering Manager • Corellium

2021 – Present (2 years)

Leading the frontend team on a range of greenfield projects while also evolving and maintaining the flagship Corellium application.

- Working with product, middleware and device modelling teams.
- Implemented a long list of features including device interaction, administration, and others such as enterprise white-labeling for Arm AVH.
- Supported launch of multiple Android, iPhone, IoT devices.
- Built and implemented design system.
- Upgraded app to meet WCAG 2.0 AA compliance.
- Conversion to functional components, TypeScript, Tailwind.
- New design system, onboarding flow app, marketing website & cloud administration platform.
- Planned & implemented GA, GTM, Segment across all user facing apps.

### Senior UX Engineer • Koala

2020 – 2021 (1 year)

Joined at an exciting time, just before the company underwent a rebrand, a launch into a new market and a complete digital transformation.

- Maintained the legacy eCommerce websites (Vue, Nuxt, Shopify)
- Built the new design system following the rebrand
- Helped rebuild the eCommerce platform on a new tech stack (Nx, React, TypeScript, Commerce Tools, Contentful)
- Relaunched the rebranded Koala platform in Australia, Japan, and Korea simultaneously

### Creative Director • Surge

2018 – Present – Part Time (5 years)

Co-founded a growth marketing agency and was responsible for managing the creative output, including development, design, copywriting, and video production. Our clients included CSIRO/Data61, Waddle, TutorTime, Dysrupt Labs, and Jellypepper.

Surge has since transitioned into a home for my experimental design and development work.

### Frontend Developer • Tyro Payments

2016 – 2020 (4.5 years)

Worked as the owner of the Tyro website, responsible for frontend development, design, and content, including the launch of digital marketing campaigns, projects, partnerships, and initiatives.

- Improved the functionality, design, and performance of tyro.com, focusing on optimization for conversion, accessibility, usability, and security.
- Supported the Tyro rebrand with the new website launch.

- Helped with the work leading up to the company's ASX listing.
- Designed, built, and iterated on the digital application solution for new customers, supporting all lead generation and the self-serve application process.
- Maintained analytics integration across multiple platforms, including GA, VWO, Mixpanel, Flashtalking, Adroll, Quantcast, Taboola, Ruler, Pardot, and Salesforce.
- Contributed to CRO efforts, supporting the ideation and execution of growth-related experiments. Built a suite of functional web tools for SMEs, such as a fee analyser, loan calculator, and POS recommendation tool.
- Managed two creative agencies to deliver increased work output.
- Worked on the initial launch of the Tyro Merchant Portal, which enables customers to view real-time payment reports, reconcile their accounts, and order accessories.

### **Frontend Developer • Redpin Design**

2014 – 2016 (2 years)

Worked on a range of projects involving web development, design, branding, EDM campaigns & competitions. Clients include CASF, Sekisui, Tismor, CRC, OCP, Snack Brands, Green's, Auspath and Pace Farm.

### **Partner • Gunmetal Studio**

2013 – 2014 (1.5 years)

Co-founded a web design and development studio, providing services to a diverse range of clients from startups to corporate and entertainment companies. Notable clients include National Geographic Channel, FX, Vimbra, Trekalo, Ryzer, and Wild Animal Encounters.

### **Frontend Developer & Designer • Nexba Beverages**

2013 (2 months)

Design and web development as an intern, working on the Nexba eCommerce website.

### **Motion Designer • BSA Limited**

2012 (2 months)

Contract work on a range of projects involving motion graphics, visual effects, graphic design, and web development.

### **Freelance**

2008 – Present – Part Time (over 10 years)

Throughout my career, I have been involved in freelance work building websites and developing branding for companies and startups. In recent years, this work has moved to my agency, Surge. Some of my notable clients include Clipchamp, Tank Stream Ventures, Flaunter, Flirtey, and Zibbet.