

## **To Whom It May Concern:**

I think telling my story is the best way to showcase my skills and how I developed them.

I started my journey at Integer — “the world's leading commerce agency” — working on client websites large and small. Early on, I began teaching colleagues about the benefits of new technologies like CSS and became an advocate on the web team for usability and accessibility.

After a few years of honing my expertise in HTML, CSS and JS, I was presented with a new challenge. One of our developers quit with no notice, and we had a project that needed to be finished ASAP. I volunteered to take over the project and I dove into teaching myself PHP and MySQL the hard way. It was a trial by fire to be sure, but I was able to deliver a website with a rudimentary scratch-built CMS and calendar that served their needs perfectly.

About 4 years in, I became the lead developer and designer of a suite of internal applications — for project management, time and benefits tracking, HR interactions, and secure external file sharing. I made it my job to make it easier for everyone else to get their work done. To find the pain points that were slowing down processes or annoying people, and to smooth them out. That's still what I enjoy most about doing this work today.

It was a departure from doing work for clients, but it was extremely rewarding to be able to focus on one set of processes and needs and think about how best to serve them in an evolving fashion. It was also successful — even during some tough economic times we always remained one of the most profitable offices in the group, which was in part attributed to the efficiency that our tools enabled.

After 10 years at Integer, I moved on to Visionary Services, a small web development firm. At Visionary, we used an in-house MVC framework that was just coming into its own as I came on board. I was able to get great experience working on the framework itself, as well as on our in-house CMS system that was built on top of it. Most of my time was spent as Lead Developer for a site that helped customers find retail & drop-off locations for a large multinational shipping and printing company. Aside from the lessons learned about keeping a site with heavy traffic running during peak times, I became familiar with the challenges involved with consuming and providing large data streams and web services.

Throughout all of these roles, I have also been the go-to person to bridge the design and development worlds in whatever ways have been necessary. My programming experience combined with my background as an artist, my well-informed opinions on design, and my decades of experience with CSS make me ideally suited to this role.

Ultimately — while challenging and rewarding — I wasn't getting a chance to work on the “products” at Visionary (the framework and CMS) as much as I would have liked. I also found that working within the guidelines of the institutional IT department of our client was allowing less and less of the flexibility and creativity that I craved. So, I decided to take a break from that world for a while and have been freelancing and honing my skills in the meantime.

In the interim, I have had time to consider what it is I was missing and what it is I enjoy about this industry. I enjoy challenging problems that can be approached in an evolving fashion rather than with a one-and-done approach, and I enjoy working on a close-knit team that is focused on a common goal. I also believe that the cannabis industry is an important, progressive, dynamic field and I look forward to speaking with you about how my skills can help you solve its problems.

— **Ian Leckie**