



This is the story all about how my life got flip-turned upside down and I'd like to take a minute, just sit right there. I'll tell you all about how I became a Senior Frontend Engineer.



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# KNOWLEDGE IS POWER

Vancouver Institute of Media Arts  
Web Development & Digital Design  
2013 - 2014



New Brunswick Community College  
Network Design & Administration  
2006 - 2007



**Thinkific Labs Inc.**  
Education Technology · 5 years

**Intermediate Front End Engineer**  
April 2017 - October 2020



Brought onto the feature team responsible for building upon the theme customization tools. Worked with the Site Builder team (Thinkific's first React project) to architect, build & style the newly designed Themes. During that project I also influenced the scope and development of the Site Builder, in order to bring more dynamic customization options. During development I also designed and customized variations of the new Site Builder themes to work with the existing software as an exclusive for one of our partner clients Danny Iny.

As the project finished and we ramped up to production launch, I was resourced to our Marketing team in order to start making updates to the WWW for a newly designed Home & Feature pages to better surface the value proposition, both existing and new.





After the Site Builder launched and the customer base was growing, branding strategy started to become an important conversation. Having been the developer for previous website work, I was brought onto the Marketing team once again to help architect the new rebranded website and worked closely with design to bring the vision to life. The original website was migrated to a newer WordPress platform and this allowed us to scale and develop quicker. Additional responsibilities included: Device/browser compatibility testing, design & code QA, deployment strategy, domain and path forwarding (smart redirects!), content audits. After all the cross-collaboration with Engineering, CORE, Marketing & Customer Support, while on the WWW project, I detected a lack of company-wide resources in development. I reached out to Greg Smith (CEO/Co-Founder) about creating a new role for myself. He agreed but ultimately wanted me for something bigger. That's when he told me about "The Flywheel".



Greg had selected me to be part of a new Growth team initiative and wanted my talents to help the organization learn and grow with almost unlimited freedom from the rest of the Engineering team. We formed a small team that facilitated a number of experiments in both our core app and marketing tools. We implemented a system of Test Champions, acting as our own Project Management for the individual experiments, while still collaborating with each other and the broader team. We made long-standing impacts and gathered information to the benefit of everyone, with a strong focus on the main levers of revenue & retention. We later helped to expand the data research team and combined efforts in order to manufacture a large data warehouse to help understand the business, clients and industry.

#### Senior Front End Engineer

October 2020 – June 2021



Seeing the benefit in experimentation, we aimed to bring the growth mentality to all other departments. It was adopted heavily by Marketing ICs and new technologies were added to pave the way for experimentation within Product & Engineering. Efforts towards security and performance also became a focus and one of my biggest impacts to the WWW was increasing overall page load speed by 70% which had an immediate impact on increasing new customers. I later joined the Bugs & Tasks team, as a resource to help resolve issues with technical debt, unscoped work, updating legacy codebases and assisted with onboarding new developers. Pairing with new-hires was an ongoing responsibility and opportunity for better understanding mentorship with guidance from my own mentor.

#### Senior Design System Engineer

June 2021 – March 2022



Actualizing my goals to work more directly with Design I opted to move over to the design system team ("TOGA"). Pairing with Nathan Shubert-Harbison, he and I were able to prioritize and address the overwhelming backlog of accessibility/usability concerns found across the product. With lead from our Designer, Oliver Browne, and the original creator of the TOGA design library, Leonardo Faria, we crafted a more strategic roadmap that focused on education and alignment of Engineering to Design guidelines & needs.

I then sought to implement a tool called React Scanner to collect data from across 6 of our major properties to better understand our frontend technologies. Using the CI/CD pipeline, we analyzed packages via Semaphore, stored the JSONL output to an AWS S3 bucket, ingested them with BigQuery and built visualization reports on Mode Analytics...



Vancouver-based Thinkific Labs has announced plans to lay off 100 employees (20% work force reduction) after recording a net loss \$26.4 million USD



## Previously..

### Kellett Communications

Marketing Agency · Yellowknife, NWT · 6 months

#### Full Stack Developer

October 2016 – March 2017

Responsible for determining and planning architecture, layout, scoping projects, estimating hours, reviewing all materials, including checking estimates and specifications. Other duties include technical leadership and accountability with clients. Overseeing freelance & partner web developers. Code reviews, beta testing and final product delivery. Support and communication with directors towards technical solutions to maintain creative process and vision. Maintenance contracts or engagements. Working with account managers to successfully manage client relationships.

### Outcrop Communications Ltd.

Marketing Agency · Yellowknife, NWT · 1 year 4 months

#### Web Developer

June 2015 – Sept 2016

Originally signed to task for front-end development of theming and functionality; expanding needs lead to cover any and all areas that required immediate action or to close up the divide. Responsibilities ranged from troubleshooting both local and remote server environments to hotfix compatibility issues. Auditing existing deployments for security & maintenance. Headed a number of projects, working closely with our design team members. Handled the design process for an expansion to one of the larger clients site portfolio (WSCC). Other duties include detailing technical documentation, site planning/wireframing, best-practice & process standards innovation and new-hires support.

## Technology!

### Languages

CSS3   HTML5   JavaScript   TypeScript   PHP   Ruby   HAML   Liquid   Jekyll   Markdown   CoffeeScript  
Handlebars   ActionScript

### Frameworks

ReactJS   Ruby on Rails   Ember   WordPress   VueJS   Svelte   Gatsby   Preact   Bootstrap   Tailwind   Foundations  
jQuery

### Apps & Services

AppCues   Amazon AWS   Semaphore   Google Analytics   Google Tag Manager   Mixpanel   Mode Analytics   Kinsta  
LaunchDarkly   WPEngine   Docker   Vagrant   Zendesk   Greenhouse   Algolia

### Tooling

Webpack   React Scanner   A11y   RollupJS   Grunt   Sass   SCSS   Less   Stylus   PostCSS   SVG   Parcel  
GitHub   CodeClimate   BrowserSync   Babel   i18n   Jest   React Testing Library   Cypress   RSpec

