



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.

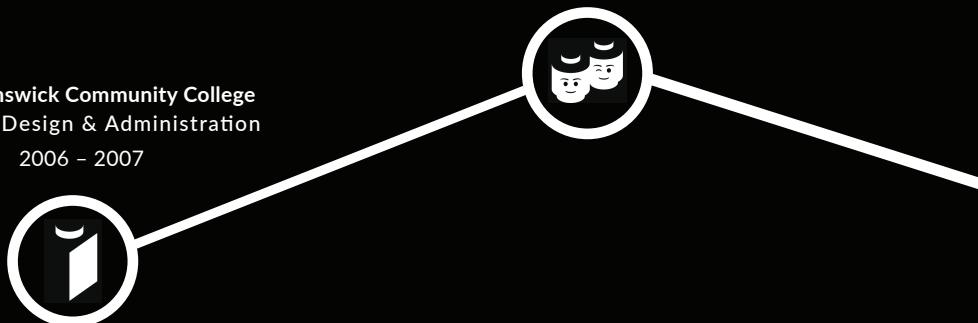


778-788-7238
jw.tsang@gmail.com
jontsang.ca

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 the 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 the Engineering/DevOps team, 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 personally selected me to be part of a new Growth team initiative and wanted my talents to help the company better learn and grow with almost unlimited freedom from the rest of the Engineering organization. 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



"Cole's Notes"

- Architected and developed new Themes
- Designed custom themes for partner client Danny Iny
- Drove scope and direction of new Site Builder (ReactJS) application
- Updated Home and Features page (GitHub Pages)
- Improved performance of Marketing site (GitHub Pages)
- Redesign and Rebuild Course Player application (EmberJS)
- Maintenance of Course Builder application (EmberJS)
- Assisted partner clients in migration from Legacy Course Player (*Bikini Body Mommy/Lewis Howes*)
- Migrate, Redesign and Rebuild entire Marketing site and legacy functionality from the ground up (WordPress)
- Lead the organization to drop support for Internet Explorer 11 to utilize more performant technologies
- Developed and implemented VueJS application for Ticket/Client management between Zendesk and tenant backend
- Developed a multi-faceted search and knowledge base with Algolia and Zendesk
- Top 5 contributor of Slack Emojis
- Built and deployed a Slack bot on behalf of the Finance team to remind everyone to submit their expense receipts
- Mentored and helped facilitate transition of 2 Customer Champions to becoming Engineers
- Contributed 2/11 projects for the "10 Marketable Features" initiative
- Lead developer on the first Growth team with multiple successes in Retention, Revenue and Engagement levers
- Lead developer on annual campaigns for Back 2 School, Black Friday/Cyber Monday & Product launches
- Lead developer on multiple pricing projects
- Liason for 3rd Party Marketing contractors
- Facilitate and deploy contracted projects to production
- Took down the app for 5 minutes with an over-zealous Stripe API call
- Design and developed enterprise multi-site, i.e. Thinkific Plus
- Thought-leader in Frontend, Design System and Accessibility guilds
- Introduced usage of WebP on the Marketing site for better performance and page load speed (Kinsta/WordPress)
- Audited Google Tag Manager scripts and site-wide treeshaking which increased overall page speed by 120%
- Created templates and tools for Content Marketing to leverage existing site and remove dependence on 3rd Party tooling
- Created templates and tools for Content Marketing on 3rd Party tooling (Unbounce) to optimize campaign asset creation
- DJ for several office parties
- Utilized existing Design System components on the Marketing website to scale development and increase visual consistency
- Built custom Greenhouse job application board, listing & application forms
- Managed Content Management System to empower ICs to update per department scope
- Implemented and enforced 2-Factor Authentication on Marketing website
- Resolved 384 usages of *!important* throughout the shared styling codebase
- Optimize Stripe Plan ID alias system for tenant backend
- Assisted with migration of Course Builder application (EmberJS) to React
- Updated entire Course Player layout and CSS for cross-browser and cross-device compatibility
- Built the shell for a Course Player migration to React
- Audited and cleared 2 year backlog of Accessibility and Usability tickets in the existing Design System components and usage throughout the platform
- Managed package dependency for security and performance on the Design System repository
- Audit and develop new roadmap for the Design System and additional educational materials for both Design & Engineering
- Assisted troubleshooting in beta Device Rollout plan



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,

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

