

# Jonathan Tsang

Senior Frontend / Design System Engineer

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Accomplished frontend specialist with a 10-year track record of delivering visually appealing, user-friendly and scalable web applications. Proficient in semantic and accessible HTML best practices. CSS Expert. Comfortable with ambiguity. Trained in legacy & modern JavaScript frameworks. Detail-oriented professional committed to staying current with industry shifts and employing intelligent solutions for high-quality, inclusive and engaging user experiences.

## SKILLS

- HTML5 / CSS3
- JavaScript (ES6+)
- React.js
- Vue.js
- State Management (Redux)
- Cross-Browser Compatibility
- Webpack / Build-chain (Yarn, NPM)
- REST API
- GraphQL
- Continuous Integration / Deployment (CI/CD)
- Version Control (Git)
- Testing / Debugging (QA Automation)
- Web Performance / Security
- Web Accessibility (WCAG)
- Amazon AWS
- Ruby On Rails
- WordPress
- PHP

## WORK EXPERIENCE

### Castofly Technologies Inc

04/2023 - 01/2024

#### Senior Frontend Developer

- UI/UX designer of a video-centric presentation platform
- Engineered custom, reusable ReactJS components that meets WCAG 2.1 accessibility standards
- Improved product onboarding UX flow, seeing an overall engagement increase of 15%
- Built text overlay feature for video editor
- Designed & developed chrome extension
- Assumed ownership of company website, driving product knowledge and top-of-funnel leads acquisition

### Frontly

09/2022 - 12/2022

#### Senior Frontend Engineer

- Lead frontend developer and designer of a no-code analytics dashboard with Google Sheets integration
- Spearheaded efforts to improve application accessibility, performance & security
- Converted existing UI codebase to a reusable component library to increase feature development by 2x

### Thinkific

06/2021 - 03/2022

#### Senior Design System Engineer

- Responsible for developing and streamlining the React component library across multiple application stacks
- Conducted audit of existing development & usage patterns, identifying areas of priority for resource needs
- Resolved administrative and technical backlogs to improving product roadmap; Reaching the goal by shortening the projected 2 year timeline to 9 months
- Thought-leader and educator of the wider engineering organization on proper usage of the design library

**Thinkific**

04/2017 - 06/2021

- **Senior Frontend Engineer (Growth)**  
Built and developed the growth hacking team, concentrating on optimizing AARRR metrics through diverse marketing, feature and optimization experiments. Instrumental in establishing cross-collaboration practices and Standard Operating Procedures (SOPs) between departments, fostering adoption of the growth mindset in planning & development of future projects. Successfully ran multiple experiments resulting in a substantial growth of Monthly Recurring Revenue by \$150,000.
- **Senior Frontend Engineer**  
Cross-functional engineer with a strong foundation in Agile methodologies and proficiency in UI/UX practices. Effectively spearheaded numerous large-scale projects, such as orchestrating the rebranding of the company website, overseeing the migration of legacy EmberJS applications to ReactJS, and actively contributing to the onboarding and mentoring of new team members.
- **Intermediate Frontend Engineer**  
Lead developer in the creation of customizable Themes for an organizational-first ReactJS Site Builder application. Cross-functional resource to the Marketing team for website updates that increased product knowledge and engagement. Created a library of templates that allowed the content team to deliver faster while achieving a consistent brand image & design language.

**Kellett Communications**

10/2016 - 03/2017

- **Fullstack Developer**  
Responsible for determining and planning architecture, layout, scoping projects, estimating hours, reviewing estimates and specifications at project end. 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**

06/2015 - 09/2016

- **Web Developer**  
Frontend development for Northwest Territory government clients, subsidiaries, tourism (SpectacularNWT), telecommunications (Northwestel) and the Outcrop internal online publication of UpHere Magazine. Responsible for collecting client requirements, supporting pitch meetings, routine security & performance updates and organizing the archive of client materials both new & legacy. Assisted the internal IT department in network configuration, new employee setup and department onboarding.

**EDUCATION**

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**Diploma, Web Development & Interactive Design**

Vancouver Institute of Media Arts (VanArts) – 09/2013 - 09/2014

**Certificate, Network Administration & Design**

New Brunswick Community College (NBCC Moncton) – 09/2006 - 09/2007