Jonathan Tsang

Senior Frontend / Design System Engineer

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Accomplished frontend specialist with 11 years of experience crafting visually appealing, user-friendly, and scalable web applications. Proficient in semantic, accessible HTML and an expert in CSS. Comfortable navigating ambiguity. Skilled in both legacy and modern JavaScript frameworks. Detail-oriented and committed to staying current with industry trends while delivering intelligent, high-quality solutions for 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/SVN)
- Testing / Debugging (QA Automation)
- Web Performance / Security
- Web Accessibility (WCAG)
- Amazon AWS
- Ruby On Rails
- WordPress
- PHP

WORK EXPERIENCE

DataAnnotation.tech

02/2024 - 04/2025

Data Annotator

- Contributed to the training of AI/ML models by comparative labeling and response/prompt evaluation
- Supported the development of AI systems such as chatbots, virtual assistants, and autonomous tech
- Worked independently in a fully remote, flexible environment to meet project deadlines

Outside The Box

07/2024 - 10/2024

Senior Frontend Engineer

- Primarily responsible for developing Avenue's A-List membership portal for Avenue Calgary Magazine
- Engineered mobile-first, responsive interfaces using static desktop prototypes as a baseline
- Developed a shared UI/component library to streamline development and enable future growth
- Built authentication workflows for user registration, verification, and password handling
- Created a content management system (CMS) for managing events and event partners, including event-to-event and event-to-partner relationship mapping
- Established logic for dynamic display and categorization of events based on ticket sale volume, popularity and current/upcoming availability
- Engineered payment system through Stripe for annual memberships, with variable reserved seating and proprietary currency exchange on event registration

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

10/2020 - 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 improve product roadmap efficiency; 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

Senior Frontend Engineer (Growth)

- Lead developer of growth hacking team with a focus on optimizing AARRR metrics (Acquisition, Activation, Retention, Referral, Revenue)
- Drove marketing, product feature, and optimization experiments to enhance user engagement and revenue
- Established cross-departmental collaboration practices and Standard Operating Procedures (SOPs) to integrate growth-mindset into project planning and development
- Executed multiple successful growth experiments, contributing to a $150,000 increase in Monthly Recurring Revenue (MRR)

Senior Frontend Engineer

- Cross-functional engineer with a focus on Agile methodologies and strong understanding of UI/UX best-practices
- Led multiple large-scale initiatives, including a company website rebrand and legacy EmberJS-to-ReactJS migrations
- Actively contributed to team growth by onboarding and mentoring new engineers

Thinkific

04/2017 - 10/2020

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

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