

Jonathan Tsang

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Senior Frontend Engineer with Design Systems and Full-Stack Experience

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 and 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 and CSS3
 - JavaScript (ES6 and newer)
 - React.js, NextJS, Vue.js, Svelte
 - Redux for state management
 - Webpack, Yarn, and NPM for build-chain tooling
 - RESTful APIs and GraphQL
 - Continuous Integration and Deployment (CI/CD)
 - Version control with GitHub (Git) and Subversion (SVN)
 - React Testing Library, Jest, Cypress and RSpec
 - Web Content Accessibility Guidelines (WCAG) 2.1 compliance
 - Amazon Web Services (AWS)
 - Ruby on Rails
 - PHP and WordPress development
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EXPERIENCE

DataAnnotation.tech

Fredericton, NB (Remote)

Frontend Engineer

February 2024 - Present

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

Calgary, AB (Remote)

Senior Frontend Engineer

July 2024 – October 2024

** Position eliminated due to loss of client(s)

- Developed Avenue's A-List membership portal for Avenue Calgary magazine
- Engineered mobile-first, responsive interfaces using static desktop prototypes
- Implemented authentication workflows for registration, verification, and password handling
- Created a Content Management System (CMS) for managing event-to-event and event-to-partner mapping
- Developed logic for dynamic categorization of events based on ticket sales, popularity, and availability
- Integrated Stripe for annual memberships, with reserved seating and proprietary currency exchange features

Castofly Technologies Inc.

Vancouver, BC (Remote)

Senior Frontend Developer

April 2023 – January 2024

** Position eliminated due to loss of funding

- Directed the User Interface (UI) and User Experience (UX) design of a video-focused slide presentation platform
 - Engineered reusable ReactJS components compliant with Web Content Accessibility Guidelines (WCAG) 2.1 accessibility standards
 - Improved application onboarding flow, increasing content creation engagement by 15%
 - Built a customizable text overlay feature for the slide editor
 - Built a teleprompter for the video recording feature
 - Designed and developed a Chrome extension to enable editing functions from outside app focus
 - Took ownership of the company website, enhancing product visibility and lead acquisition
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Thinkific

Vancouver, BC (On-Site/Remote)

Senior Design System Engineer

June 2021 – March 2022

Tenure ended after a 20% work force reduction.

Letter from CEO Greg Smith: <https://www.thinkific.com/march29letter/>

- Developed and maintained a React component library across multiple applications
- Audited development and usage patterns to prioritize resources effectively
- Resolved unprioritized backlog, accelerating the product roadmap from a projected 2 years down to 9 months without compromising deliverables
- Acted as a thought-leader and educator on design system best practices with the wider product organization

Senior Frontend Engineer

October 2020 – May 2021

- Lead developer on the growth hacking team, focused on optimizing AARRR metrics (Acquisition, Activation, Retention, Referral, Revenue)
- Executed marketing and feature experiments that boosted engagement and revenue
- Introduced Standard Operating Procedures (SOPs) guide-book to embed growth principles into project planning
- Drove \$150,000+ in additional Monthly Recurring Revenue (MRR) through successful growth initiatives
- Played key role in a major website rebrand and EmberJS-to-ReactJS migrations
- Mentored new engineers and contributed to team development

Intermediate Frontend Engineer

April 2017 – September 2020

- Lead developer for customizable themes in a ReactJS site builder application
- Supported the marketing team with web updates to improve product visibility
- Built a template library for faster, brand-consistent content publishing

Kellett Communications

Yellowknife, NWT

Fullstack Developer

October 2016 – March 2017

- Planned and scoped technical architecture, estimated project hours, and reviewed specifications
 - Provided technical leadership and client communication
 - Managed freelance and partner developers, performed code reviews, and delivered final products
 - Collaborated with directors to maintain creative integrity through technical solutions
 - Supported 3rd-party contractors and client(s) with development resources
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Outcrop Communications Ltd.

Yellowknife, NWT

Frontend Developer

June 2015 – September 2016

- Frontend development & CMS management for Northwest Territories government clients, tourism (Spectacular NWT), telecommunications (Northwestel), and UpHere magazine
 - Collected client requirements, supported pitch meetings, and performed routine security and performance updates
 - Organized and maintained archives of legacy & current client materials
 - Assisted internal IT with network setup and new-hire onboarding
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EDUCATION

Diploma in Web Development & Interactive Design

Vancouver Institute of Media Arts (VanArts)

September 2013 – September 2014

Certificate in Network Administration & Design

New Brunswick Community College (NBCC Moncton)

September 2006 – September 2007