

# Jonathan Tsang

**Phone:** +1 (778) 788-7238  
**Email:** jw.tsang@gmail.com  
**LinkedIn:** linkedin.com/in/j0ntsang

---

## SUMMARY

### 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
  - Cross-browser compatibility
  - 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 performance optimization and security best practices
  - Web Content Accessibility Guidelines (WCAG) 2.1 compliance
  - Amazon Web Services (AWS)
  - Ruby on Rails
  - PHP and WordPress development
- 

## EXPERIENCE

### DataAnnotation.tech

#### Data Annotator

February 2024 - April 2025

- 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
- 

### Outside The Box

#### Senior Frontend Engineer

July 2024 – October 2024

- 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.**

### **Senior Frontend Developer**

April 2023 – January 2024

- 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
- 

## **Frontly**

### **Senior Frontend Developer**

September 2022 – December 2022

- Lead frontend developer and designer for a no-code analytics dashboard integrated with Google Sheets
  - Spearheaded improvements in application accessibility, performance, and security
  - Refactored the existing User Interface codebase into a reusable component library, doubling feature development speed
- 

## **Thinkific**

### **Senior Design System Engineer**

June 2021 – March 2022

- 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**

### **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
- 

## **Outcrop Communications Ltd.**

### **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
- 

## **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