KYLE WETTON

I'm a senior front-end developer based in Auckland, New Zealand with a strong background in both digital development and modern design.

I also have a wealth of experience in print design, photo retouching, motion effects and 3D visualisation.

ⓘ View my complete resume online at **kwetton.dev**

Senior Creative Lead – Torpedo7 / 1-day.co.nz   2008 – 2012

In 2008, I delved into graphic design as a hobby after college where I studied music production and theory. Soon after, I started working for Torpedo7 and their child company 1-day.co.nz. I led the creative team photographing and designing ad-hoc marketing assets for over 10,000 products during my four year employment. During my time there I learned to be a skilled Photoshop artist.

Senior Full Stack Developer – Blackfoot   2012 – 2020

Around 2009 I started learning digital development as my next hobby and built websites for local businesses in my spare time. In 2012 I moved to Auckland, working as a developer and designer for Blackfoot, an advertising agency based in Ponsonby. For the next 8 years I have been working as the digital coordinator, single handedly creating all digital work from Blackfoot. I keep up with modern industry trends and consider development both a career choice and a personal hobby.

EDEN PARK
NEW ZEALAND'S NATIONAL STADIUM

★ **RIALTO**

BRIDGESTONE

new balance **B**

Torpedo7

SHISEIDO

smeg
technology with style

SsangYong

Toolset	Adobe Creative Suite, Blender, Figma (plus Adobe XD / Sketch), Visual Studio Code
Programming	HTML, (S)CSS, JavaScript, PHP, C#, Liquid, Node
Frameworks / Libraries	React, React Native, Redux, ThreeJS, Tailwindcss, Webpack, Babel, WordPress, Shopify

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📱 **021 733 682**   ✉ **hi@kwetton.dev**   {} **kwetton.dev**

My current role is unique in that I am solely responsible for all digital work, from planning, through the design phase, development and completion. Here is a selection of projects outlining the steps I took and the technologies I used.

WordPress Development – e.g Eden Park, Rialto Distribution

My tasks

DESIGN

I use Figma as my tool of choice, and work on the back of a custom Tailwind design document, to ensure that there is a clear design language throughout the composite stage.

DEVELOPMENT

Instead of using child themes, my approach to WordPress as a Content Management System is unique in that I write themes from scratch, I only touch the CMS when it's essential. This lets me bundle the theme with modern pipelines including Babel and Webpack for maximum performance.

- ⊘ Initial client meeting
- ⊘ Competitor analysis
- ⊘ Content analysis
- ⊘ Project scope
- ⊘ Sitemap
- ⊘ Design via Figma
- ⊘ Theme creation (PHP, ES6, Babel, Tailwindcss, Webpack)
- ⊘ Custom feature creation (as minimal plugins as possible)
- ⊘ Proofing
- ⊘ DNS & Hosting management
- ⊘ Launching
- ⊘ Maintenance and feature scaling

JavaScript Libraries – e.g Ubiety AR-Ready 3D Customser, Deviceful.app

My tasks

DEVELOPMENT

My motivation for writing libraries is simply that I enjoy writing libraries I feel would benefit myself, other developers and users.

I'm proficient in ES6 and find that I learn something new with every projects I work on.

- ⊘ Plan the code structure
- ⊘ Build a prototype
- ⊘ Create a minimum viable product
- ⊘ Test and refactor
- ⊘ Publish as NPM package
- ⊘ Write documentation
- ⊘ Create documentation website (e.g deviceful.app)
- ⊘ Hosting (Netlify)

React (Web, Native and Electron) – e.g Homegrown mobile app

My tasks

DESIGN

When designing an app, I prototype the user experience with medium resolution frames to understand the best form of control for the user, I then design the theme around that core experience.

DEVELOPMENT

While the codebase for React, React Native and Electron is very similar in nature, I've had experience with both Expo and detached projects, and Redux Toolkit as state management. I've also learned both class components and functional components, along with new useEffect features. Always more to learn with such a fast moving library though. I've also experimented with a number of leading headless CMS, including Strapi and Contentful.

- ⊘ Headless CMS integration (Contentful / Strapi)
- ⊘ UX design
- ⊘ UI design
- ⊘ Development
- ⊘ Testing
- ⊘ Hosting (Netlify, Vercel/Viet.now)