



Max Caplan | maxcaplan.com

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Halifax/Nova Scotia

Software Developer (Full Stack)

Software developer specializing in web development. Over 5 years of freelance experience providing high quality development and design services. Highly adaptable and a fast paced self guided learner passionate about continuous growth, teaching, and ethical practices.

Education

IB Diploma, Horton High School | 01/2014 - 05/2019 | Nova Scotia

IT Web Programming, NSCC IT | 09/2024 - 04/2026 | Nova Scotia

Skills

Programming languages - Typescript | NodeJS | SQL | PHP | Python | Rust

Frameworks - React | Vue | Next | Nuxt | Astro | Firebase | Wordpress

Design Tools - Figma | Inkscape | Gimp | Blender

Work Experience

Web Developer & Designer, Red Birch Media | 5/2025 - Present | Nova Scotia

- Provided IT support and maintenance, web development, and user interface design services.
- Worked closely with a graphic designer to produce high quality implementations of website designs.
- Provided comprehensive and understandable technical consulting for Red Birch Media and clients.
- Cultivated a robust remote workflow.
- Developed bespoke solutions to technical and design problems.
- Adapted to a wide range of projects and environments.

Shopify Developer, Only One Brands | 10/2024 - 12/2024 | Nova Scotia

- Delivered a full website audit identifying key performance issues, plugin management issues, and SEO deficiencies.
- Optimized all pages for key performance metrics.
- Updated website plugins and templates.
- Developed lightweight bespoke website components.
- Updated content to modern performant web formats.

Work Experience cont.

SEO Engineer, Insight Mental Health | 01/2024 - 04/2024 | Nova Scotia

- Conducted a full website audit to identify both technical SEO deficiencies as well as website performance specific issues.
- Optimized pages for key performance metrics including total blocking time, largest contentful paint, and first contentful paint.
- Implemented page caching for improved loading speeds.
- Updated image assets to modern formats.
- Optimized on page elements for improved search engine visibility.
- Optimized website content to be SEO friendly.
- Achieved overall website speed increase by upwards of 50%

Frontend Developer, connorbell.ca | 09/2022 - 11/2022 | Nova Scotia

- Comprehensive full website redesign improving responsive layouts, and content delivery.
- Implemented the new website using Tailwind CSS for the UI and Jekyll as a static site generator.
- Achieved performance gains of over 60% through image optimizations and initial load optimizations.
- Implemented site wide SEO best practices.
- Developed a bespoke lightweight lightbox component and integrated it with the website build system.
- Visit the live website at connorbell.ca

Full Stack Developer, GoodGoodsCAN | 06/2020 - 02/2021 | Nova Scotia

- Developed a demo for a multi-vendor e-commerce web application to be used for funding pitches.
- Implemented user authentication and profiles, a filtered product feed, and a backend content management tool.
- Utilized Nuxt JS for server side rendering of the application, and Firebase cloud computing services for the application backend.
- A demo of the project can be found at www.goodgoods.ca

Full Stack Developer, Spark West Network | 02/2017 - 01/2019 | Nova Scotia

- Co Founded an umbrella marketing company for rural entrepreneurship in the Annapolis Valley area.
- Assumed the role of lead developer creating an initial web application for event hosting.
- Subsequently, contracted for a complete site overhaul post-departure from the company.
- Utilized Nuxt JS for server side rendering of the application, and Firebase cloud computing services for the application backend.

Volunteering

Game Dev Course, Refresh Annapolis Valley | 02/2023 - 04/2023 | Nova Scotia

This course, hosted by Hoist Annapolis Valley, was created and taught by myself as a 6 session bootcamp for 2 cohorts of students ranging from grades 6 through 12. The course went over the fundamentals of programming, game design, and game development through hands-on learning. Participants created a basic 2d platforming video game in the Godot game engine over the span of the course.

You can find more details on the course at:

www.refreshannapolisvalley.org/event/hoist/video-game-development-with-godot/

Hoist AV, Refresh Annapolis Valley | 01/2017 - 08/2019 | Nova Scotia

Hoist Annapolis Valley was a monthly workshop for teens hosted by Refresh Annapolis Valley. The workshops would feature a new topic each month in the fields of technology, design, and entrepreneurship. Guest speakers would regularly run workshops sharing their professional experience. I volunteered as one of the main organizers of the project, as well as a mentor, and a presenter.

You can find more details on Hoist Annapolis Valley at:

www.refreshannapolisvalley.org/project/hoist

Creative Computing, Refresh Annapolis Valley | 1/2017 - 8/2019 | Nova Scotia

Creative Computing was a project of Refresh Annapolis Valley that aimed to bring STEAM education to kids between the ages of 8 and 13. The project took the form of single day workshops, multi week courses, summer camps, and a two day hackathon. I volunteered with Creative Computing as mentor, camp counselor, and later as a camp organizer in charge of planning, developing, and running camp activities.

You can find more details on Creative Computing at:

www.refreshannapolisvalley.org/project/creative-computing