Patrick Kelly

Senior Web Developer | Calgary, Alberta, Canada

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Profile Summary

Dynamic and results-driven Senior Web Developer with over 20 years of experience crafting scalable, high-performance web applications.

Expert in both front-end and back-end development, with a proven ability to lead cross-functional teams and deliver innovative digital solutions.

Recognized for optimizing processes, reducing build times, and enhancing user experiences across top-tier companies like Canadian Tire, Globacore, and WithU Training.

Passionate about pushing the boundaries of technology to create secure, accessible, and maintainable code.

Key Skills

- Frontend Development: React.js, Next.js, JavaScript, TypeScript, HTML5, CSS3, Vue.js, Tailwind CSS, Storybook, Playwright
- Backend Development: Node.js, GraphQL, REST APIs, Firebase, PostgreSQL, MySQL
- DevOps & Automation: Docker, GitHub Actions, Vercel, Heroku, Google Cloud Platform (GCP), CI/CD, Jest, Optimizely, Adobe Target
- Content Management Systems: WordPress, Contentful
- Mobile Development: React Native, Flutter
- Game Development: Unity, Unreal Engine, C#, C++

Professional Experience

WithU Training, United Kingdom (Remote)

Senior Web Developer | November 2023 - October 2024

- Project Focus: Developed online coaching applications using Vue, React, TypeScript, and Next.js.
- Contribution: Led a globally distributed team and optimized build times by transitioning from Webpack to Vite.
- Impact: Reduced deployment errors and enhanced efficiency by streamlining CI/CD processes.
- Collaboration: Worked with cross-functional remote teams to integrate scalable backend services.
- Tools Used: AWS Amplify, GraphQL, Contentful, Vite.

Globacore Interactive Technologies, Toronto, Ontario, Canada

Senior Software Engineer | November 2021 - December 2022

- Project Focus: Developed interactive web exhibits for major clients such as Google, Rogers, Intel, Amazon, and CrowdStrike.
- Contribution: Managed and mentored a team of junior developers.
- Impact: Created visually appealing and highly functional user experiences.
- Collaboration: Worked closely with clients and internal teams to ensure high-quality delivery.
- Tools Used: React Testing Library, Jest, GitHub Actions.

Canadian Tire Corporation, Calgary, Canada

User Experience Developer | November 2019 - December 2020

- Project Focus: Supported user experience testing and experimentation for Canadian Tire Corporation websites, including Marks.com, SportChek.com, Atmosphere.ca, PartyCity.ca, and Triangle MasterCard.
- Contribution: Enhanced UX testing opportunities from Adobe XD wireframes, enabling comprehensive user feedback.
- Impact: Improved conversion rates and reduced cart abandonment using Optimizely and Adobe Target.

- Collaboration: Worked closely with backend teams overseas, as well as Calgary and Toronto offices, UX, Analytics, and Management, to ensure seamless integration and testing.
- Tools Used: Optimizely, Adobe Target, Google Tag Manager (GTM), Google Analytics.

Butterfly Design, Toronto, Canada

Founder & Lead Developer | January 2011 - 2018

- Project Focus: Operated a website design and development studio providing services in WordPress, React SPAs, design, and development for SMBs in industries like retail, healthcare, and education.
- Contribution: Employed a UX Designer and a Content Marketing Specialist while managing development, SEO, and social marketing.
- Impact: Delivered high-performance cross-platform applications for iOS, Android, and Web using React Native and Flutter.
- Collaboration: Partnered with clients across Canada and the US, offering white label SEO and development services.
- Tools Used: WordPress, React SPAs, React Native, Flutter, GraphQL, Firebase, SQL.

Best Buy, Ottawa, Ontario, Canada

Information Technology Specialist | January 2005 - January 2007

- Project Focus: QA and triage for the Best Buy website.
- Contribution: Ensured high-quality user experience through comprehensive testing.
- Impact: Identified and resolved critical issues to maintain website quality.
- Collaboration: Worked with development teams to address issues.
- Tools Used: QA tools and manual testing procedures.

Canadian Diabetes Association, Calgary, AB, Canada

Web Developer | January 2001 - January 2002

- Project Focus: Developed and maintained the organization's website using HTML, CSS, and JavaScript.
- Impact: Improved user engagement and site functionality through regular updates and feature enhancements.

Education

- triOS College: Video Game Design and Development (2016-2018)
- Fanshawe College: Communication and Media Studies (2003-2005)
- St. Lawrence College: Liberal Arts and Sciences (2001-2003)