



# Sean Ockert

Web Developer & Designer

## Let's work together

Hi there, I am a veteran web developer with a knack for clarity, performance, and usability.

Seeking a role in product development, marketing, UI design for consumer or business web applications.

## Personal

**Email** hello@seanockert.com

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**Website** seanockert.com

**Location** Moorooka, Brisbane, AU

**Date of Birth** 22<sup>nd</sup> August 1984

**Nationality** Australian

## Experience

### IntelliHR, Brisbane

2022 – Present

#### UX Design Engineer

- Building features for an HR SaaS product with React/Typescript and Laravel
- Responsible for UI component library and style-guide
- Collaborating across product and dev teams to design mockups and user flows

### Teach Starter, Brisbane

2019 – 2021

#### Front-end developer

- Successfully built and launched a new online teaching resource marketplace for an audience of one million+ members, running on Nuxt.js
- Designed, developed and launched Assess, an online assessment builder tool for teachers
- Created interactive learning tools for teachers
- Integrated payment gateways and optimised checkout flows
- Improved analytics and SEO to meet company KPIs and better serve users

### Neto Ecommerce, Brisbane

2017 – 2019

#### Front-end developer

- Responsible for company's public website, sales funnel, and SEO
- Re-designed and migrated company website to CraftCMS
- Created a landing page builder tool that allowed marketing to quickly spin up campaign pages
- Optimised sales funnels and user onboarding
- Built documentation hub on Salesforce Service Cloud
- Undertook usability research and improved UI design for core SaaS product

## **QUT, Brisbane**

2016 – 2017

### **UI/UX developer**

- Built Java portlets and UI components for QUT Virtual student portal
- Created new designs and collateral for the university's student gateway

## **Halfbrick Studios, Brisbane**

2012 – 2016

### **Web developer and marketer**

- Developed gaming websites and interactive web apps for all Halfbrick's IP
- Created internal company tools, marketing collateral, and email campaigns
- Sys-admin for websites with 1 million+ monthly active users
- Improved website conversion rates through analytics and social data
- Participated in building game prototypes, and in developing a published game
- Helped develop a player management system in Angular.js

## **Freelance, Sydney**

2012

### **Web designer**

- Contractor for Kintek Studio
- Web development work for startups and small businesses

## **Copenhagen Shipping Exchange, Bangkok**

2011

### **Front-end developer**

- Developed an online application for shipping brokers to track vessel and cargo locations around the world in real-time
- Improved usability of the web application and re-architected front-end jQuery to use Backbone

## **Kintek Studio, Brisbane**

2009 – 2011

### **Web designer**

- Worked directly with multiple clients from ideas pitch, to design comps, through to development, SEO and ongoing site management and customer support
- Built and delivered ecommerce stores and CMS-based websites (WordPress, Joomla, Magento)

## **Matter Solutions, Brisbane**

2009

### **Web designer**

- Client work - design and development of websites for small businesses
- Converted static mockups to HTML/CSS, built WordPress and CakePHP sites
- SEO for small businesses

## **Hydrexia, Brisbane**

2007 – 2009

### **Materials research scientist**

- Development of experimental metal hydride and hydrogen storage system
- Cast novel alloys and analysed H2 sorption properties through metallurgy techniques
- Operated hydrogen absorption testing rigs, analysed results, and improved prototypes

# Education

## Griffith University

2003 – 2006

### Honours in Photonics and Nanoscience

Solid-state and quantum physics, chemistry, optical communications, and microelectronics.

# Skills

## Technical

- **HTML & CSS:** SASS, styled components, atomic design, SEO, WCAG accessibility
- **JavaScript:** Vue, React, TypeScript, ESLint, Webpack, Vite
- **Design:** Sketch, Figma, Photoshop, Illustrator
- **Testing:** Jest, Cypress, A/B testing, CI/CD tools
- **PHP:** Laravel, CraftCMS, WordPress
- **Server-side:** NodeJS, Nginx/Apache, AWS
- **Ecommerce:** Shopify, Amazon
- **Web Graphics:** SVG, Canvas
- **Analytics:** Segment, Amplitude, Google Analytics

## Other

- **Marketing:** Social media and email campaigns, conversion funnels
- **English Teaching:** CELTA certified
- **Foundry Casting:** Mg & Al alloy casting
- **Cool Tech:** Scanning Electron Microscopy

# Find me online

- **LinkedIn:** [linkedin.com/in/sean-ockert-b2294230](https://www.linkedin.com/in/sean-ockert-b2294230)
- **GitHub:** [github.com/seanockert](https://github.com/seanockert)
- **Twitter:** [twitter.com/seanockert](https://twitter.com/seanockert)

*References available upon request.*