

Sheila Leon

Experienced multidisciplinary UI Developer & Designer with a focus of attention on making complex transactional systems intuitive and valuable to businesses and ultimately, the user. Brings excellent analytical and conceptual thinking to translate user needs, business objectives and technology capabilities into innovative design. Looking to gain further development experience and contribute to teams and web applications to move into a full-time Full Stack Developer role.

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Personal website and portfolio: <https://sheilaleon.tech>

DEVELOPER EXPERIENCE

Front-end Developer, MyCTO

August 2020 - Present

- Participate within an agile and collaborative team environment across software architectures using Django, Node.js and React.
- Front-end development support on a consumer-facing platform providing government entities, hospitals and industrial companies the ability to create and purchase Identification Cards and Background Checks online.
- Design, developed and implemented a drag and drop image manipulation web application using React for users to generate Identification cards to be printed or used as PDF files.
- Wrote W3C Web Standards code for the user interface, interactions and styling focusing on delivering an optimal user experience.

RELATED EXPERIENCE

Head of Engineering, Zanui

June 2016 - March 2020

- Served as a key organisational leader driving product innovation, engineering development, sales and customer growth within the business.
- Implement internal workflow framework to deliver transparency and timely, impactful features between the Engineering Team and internal business teams, business suppliers and 3rd party services.
- Own the Product Vision to achieve the business's KPIs, strategy and objectives within projects and teams from conception to implementation.
- Assess, prioritise and assist with fail & fix, prevent & predict, and BAU maintenance across Key Systems and Infrastructure.
- Ensure software architecture and platforms are PCI compliant to accept online payments on a yearly basis.
- Monitor and implement internal monitoring of systems performance and cost within AWS to ensure running costs are within budgets.
- Design, implement and negotiate best pricing with the business' networking and computing systems between Head Office and interstate Warehouse locations.

Lead Designer, Zanui

June 2014 - June 2016

- Accountable for all design material, eg. brand identity, marketing content and emails, transactional emails and storefront layout within the business.
- Design page layouts and internal/external marketing content from concept to production implementation.
- Collaborate closely with Product Management, Back-end and Front-end developers to ensure concept designs are tested and implemented to specifications prior to production deployments.
- Manage other graphic designers schedules, allocation and distribution of work within tight deadlines.
- Spearheaded internal documentation project of implemented site features to ensure all areas of the business have a single source of truth.

UI/UX Designer, Zanui

April 2012 - June 2014

- Conceptualise usability and interface design through wireframe, prototypes, presentations and user interface pattern libraries.
- Collaborate closely with Product Management to execute business requirements to functional interface designs.
- Accountable for UX testing plans, research, and analysis of findings to optimise existing features and identify new opportunities by presenting data and designs to stakeholders.

Web Designer, Fairfax Media

February 2012 - April 2012

- Collaborate with Domain.com.au's external clients to deliver effective advertising material within client budgets.
- Designed and coded page layouts and advertisement banner creatives using HTML, CSS and Flash

Digital Designer & Ecommerce Consultant, The Iconic

September 2011 - October 2011

- Conceptualise usability and interface design through prototypes, presentations and user interface pattern libraries.
- Advise and present multi-national directors and senior management of Australian eCommerce practices, compliance and marketing initiatives within Australia.

Digital Designer, DealsDirect

December 2009 - August 2011

- Accountable for internal and external marketing promotional content and emails.
- Designed and coded page layouts and email layouts with HTML and CSS.
- Conceptualise and design branding and product packaging for in-house and white label products and product catalogues.
- Lead initiative of multivariate testing within Checkout and Product Pages achieving higher conversions and lowered abandon cart rate.
- Collaborate closely with the Engineering Team with providing wireframes, prototypes and User Interface design on the creation sites of DealMe! And Supermarket Deals.

DEVELOPMENT & RELATED EDUCATION

Expert: Mind-Expanding Web Development Techniques to Emerging APIs in the Web Browser

Frontend Masters, Online, August 2020 - In Progress

The Web Developer Bootcamp

Udemy, Online, Sept 2020 - In Progress

Professional: Go From Professional Web Developer to Lead Engineer Course Path

Frontend Masters, Online, July - August 2020

Responsive Web Design Developer Certification [View Certificate online ↗](#)

freeCodeCamp, Online, July - August 2020

Beginner: Your Path to Becoming a Career-Ready Web Developer

Frontend Masters, Online, June - July 2020

Beginner JavaScript

Wes Bos Courses, Online, November - February 2019

Product Management

Academy Xⁱ, Surry Hills, Australia, February - April 2018

Certificate III & IV in Customer Contact & Service

Company on-site training at DealsDirect, 2009

Interactive Multimedia & Web Design Diploma
Qantm College, Sydney, NSW, 2005-2007

SKILLS & INDUSTRY KNOWLEDGE

Technologies & Tools:

HTML/CSS, JavaScript, React, Node, Next.js, Gatsby, Tailwind CSS, MySQL, GraphQL, Headless CMS, GitHub, Postman, AWS, New Relic, Sentry, Jira, Confluence, Figma, Sketch, Adobe Creative Cloud, Google Tag Manager, Google Analytics, Microsoft Office

Industry Knowledge:

User Interface & Experience Design, Wireframing & High Fidelity Prototyping, User Journeys, User Testing, AB & Multivariate Testing, Agile & Waterfall methodologies, Quality Assurance Testing, Analytics & Reporting, Email Delivery & Marketing, Product and Project Management.