

Shelley is a strategic and results-driven Technical Studio Lead, with experience leading high-performance development teams. She studied digital design with a focus on UI/UX and accessibility, and now brings her careful eye into development and management roles.

She specialises in full-stack websites and applications; implementing best practices, code standards, accessibility requirements and performance optimisation techniques to ensure scalable and maintainable projects. Her design background ensures that these solutions are both user-focused and aesthetically pleasing. Within the agency, she is recognised for strong problem-solving skills and the ability to train, motivate, and coach team members.

EMPLOYMENT

2023 – PRESENT

Full-Stack Developer, Studio Lead

Swim Communications

Responsibilities:

- Overseeing web projects from client concept, through all stages of design and development, into launch
- Implementing agency-wide Git usage and configuring CI/CD
- Ensuring that websites can meet WCAG AAA 2.2 standards for accessibility
- Building and maintaining bespoke WordPress and CS Cart themes
- Building and maintaining custom PHP web apps using frameworks such as Laravel and Codelgniter
- Maintaining existing client websites
- Maintaining our server architecture, including site backups and security
- Meeting with clients to provide solutions that meet their business and budget needs, for both new builds and existing website alterations
- Managing the design and development teams, meeting individual needs and scheduling tasks to avoid staff burnout
- Managing internal IT tasks including computer and email setup for new staff
- Creating authenticated API connections to a variety of platforms

Projects:

- Collins House Financial Advisors
- GFM Accountants
- Kilcoy Global Foods
- CS-Cart Australia

SKILLS SNAPSHOT

Languages & Frameworks

- HTML
- CSS/SASS/LESS
- Tailwind & Bootstrap
- JavaScript/TypeScript
- PHP
- MySQL/GraphQL/Rest APIs
- React, NextJS, Gatsby
- Laravel & Codelgniter

CMS

- WordPress & WooCommerce
- CS-Cart
- Strapi
- Contentful
- DatoCMS

Servers

- WHM/cPanel
- Apache
- NodeJS

Inegrations

- PayPal & Stripe
- Google Analytics & Tag Manager
- Facebook/Instagram/Twitter

Tools

- Git (GitHub & GitLab)
- VS Code
- MAMP
- PostMan
- NPM/Yarn
- Composer

EMPLOYMENT CONT.

2022-2023

Designer, Front-End Developer

Swim Communications

Responsibilities:

- Building responsive websites to designer specifications
- Working with the back-end developers to ensure full functionality
- Creating digital design systems for corporate clients to use across a variety of sites
- Implementing reusable components for more efficient site development
- Teaching team members how to use new build methods, including custom WordPress Gutenberg blocks

2019 – 2022

Self Employed

Brolga Digital

Responsibilities:

- Managing all aspects of a small business, including administration, design, development and marketing
- Promoting and pitching to clients
- Designing, building, maintaining and updating client websites
- Participating in events, conferences and networking meetings

Projects:

- Local Mini Digger
- Joanne Bingham Animal Artist

2017 – 2019

Media and Marketing Coordinator

Nutech Paint

Responsibilities:

- Building, maintaining and updating corporate website
- Designing and proofing print and packaging materials
- Implementing a corporate identity
- Co-ordinating with sales teams nationally and internationally to develop marketing collateral and manage product launches
- Creating content for social media

Shelley Bassett - 0430 306 207

EDUCATION & TRAINING

JANUARY 2024

Jam.dev Online Conference

FITC

OCTOBER 2023

RYLA Conference Taiwan

Rotary International

2014 – 2016

Bachelor of Digital Media Design

Swinburne University of Technology

FURTHER SKILLS

Technical Design and Development

- Reverse-engineering existing applications to apply updates and modifications
- Evaluating projects based not only on technical and financial grounds, but also ethical merits
- Game development using Godot, Unity and Unreal Engine
- Finding a balance between best-practice code and rapid development for prototyping and MVP

Communication and Management

- Working with management, team members and clients to organise meetings and events
- Collaborating with a diverse range of people including business directors and executives
- Following instructions and guidelines
- Working on projects with a variety of team sizes
- Hiring and training new staff members
- Mediating staff behaviour and internal conflicts
- Forging relationships with industry counterparts
- Maintaining regular communication and updates with clients during the duration of a project

REFERENCES

Available upon request

PORTFOLIO

www.shelleybassett.com