Todd Moody - UI/UX Software Developer

021 570 010 | todd@moodsdigital.co.nz | 234 Castlewold Drive, Bethlehem, Tauranga

Profile

I'm a self-starting Software Developer with a creative, holistic, and results driven approach to projects. I love creating user experiences on complex projects that appear minimalist and simple to the end-user. I work across the full development stack - in particular, I thrive on the intricacies of Front-End development. I'm passionate about being the conduit between the creative vision and technical implementation of applications.

Skills

- **Technical skills**: JavaScript, Vue.js, React.js, Nuxt.js, Video.js, RESTful API, GraphQL Axios, CSS3/SCSS, Tailwind CSS, Tailwind UI, Lottie, SilverStripe/Elemental, Laravel, Valet, WordPress, MySQL, JIRA/Confluence, SEO implementation

- **Version control:** Git, Sourcetree, Bitbucket, GitHub

- **UI/UX**: Sketch, Adobe xD, InVision, Figma, Photoshop

- **DNS, Deployment & Cloud**: CloudFlare, Forge, AWS, Flywheel

Experience

UI/UX SOFTWARE DEVELOPER, FREELANCE: OCT 2015 - PRESENT

Responsibilities:

- Manage projects from conception to completion - including gathering client requirements, technical scoping, UX prototyping, and Software Development.

- Full-stack development services across a range of SME's - utilising modern tools, libraries, and frameworks in order to create effective solutions. Focus on clean, maintainable, well documented code.

- Develop high performance API's and build server side components.

- Content Management Platform management (SilverStripe, Squarespace & WordPress) including website creation, copywriting, digital asset production and optimisation, custom styling, testing, deployment and hosting.

- Promotional landing page/microsite development in order to support digital marketing activity including Google Ads and setting up measurement tools including Google Analytics & Tag Manager.

- SEO implementation on both new and existing web applications.

Achievements:

- RFI Fusion web application (SaaS): Lead developer on this construction management tool utilising Laravel and Vue.js and hosting via AWS. Core features include a multi-organisation database structure, admin access roles/tiers, API integration with various web services & Stripe payment gateway.

- McLeavey Gallery - Lead developer on this promotional website built using the SilverStripe framework. Current development phase to enhance UI/UX across the exhibition and artwork pages and migrate the instance across to Amazon Web Services.

FRONT-END DEVELOPER, CAMPBELL SQUARED: JAN 2019 – MAR 2021

Responsibilities:

- Software development utilising modern tools, libraries, and frameworks in order to create effective solutions. Focus on clean, maintainable, well documented code.
- Integration with server-side RESTful API endpoints and working alongside back-end developers to debug issues and ensure robust logic.
- Feedback and/or produce effective wireframes and prototypes in order to streamline the design process and assist in pre-design client review and approval.
- Collaborate with the creative team and back-end developers to bridge the gap between the optimal UX and technical implementation.
- Working with the project team to set project goals, milestones, and tasks.
- Peer review of Pull Requests to support all development phases.
- Identify and recommend modern web technology, tools and techniques.
- Effective Cross-Browser / device testing inline with latest web standards.

Achievements:

- New Forests - Virtual Tour web application: I managed the Nuxt.js front-end of this 'Virtual Tour' experience (with a fully decoupled Laravel back-end) including the Vue.js SPA, Server Side Rendering & Video.js integration.
- Tu Kaha Foundation - Learning Management Application (SaaS): I managed the Vue.js (SPA) side of this multi-tenant learning platform including key features such as Vimeo integration, post session questionnaire & animated progression modals.

SENIOR DIGITAL PRODUCER, UNION // DIGITAL: MAY 2014 – SEP 2015

Responsibilities:

- Digital strategy & channel amplification across a range of high-profile clients.
- Agency lead on a number of critical digital projects, campaign activations, and inter-agency scrums.
- Management of internal briefing to creative & software development teams, project workflow, and accurate time-sheet completion from project resources.
- Effective communication throughout crucial project milestones.

Achievements:

- Tui Brand Website: Lead producer on this large-scale web build for key client Dominion Breweries. Featuring Kentico back-end and integration with various external services incl. SMS & email.

Education

- Bachelor of Business (major eCommerce), Auckland University of Technology, (Awarded top graduate 2009)
- Front End Development Bootcamp (Immersive Mentor led), Thinkful, NYC, 2017
- React Workshop, Norwegian Developer Conference, Sydney, 2017
- Software Development Microdegree, Udacity, USA, 2015

References

Available on request.