

# CRAIG SHARKIE

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## COMMUNITY FOUNDER

SydJS: Sydney JavaScript

Well into its eighth year, the SydJS community has flourished to over 4500 registered members. Currently at two meetings each month, SydJS showcases the talents of local developers and development houses as well as breaching the gap for many new developers allowing them to move from backgrounds in other languages or disciplines.

Organised and emceed multiple events, up to five events every two months, following a curated RSVP process, drawing together presenters and themes, to promote JavaScript and its best practice.

## TECHNICAL MATRIX

|            |   |
|------------|---|
| Published  | jQuery, Responsive Web Design   |
| Evangelist | HTML, JavaScript, CSS, Precompiled CSS, Web Standards, Experience Design (User, Developer), Usability |
| Advanced   | User Interface Design, Accessibility, User Experience   |
| Capable    | Back End (PHP, JSP, Rails, Node.js)   |

## PUBLICATIONS

|      |  |
|------|--|
| 2018 | <i>Functional Style Sheets (Under draft)</i> |
| 2013 | Jump Start Responsive Web Design             |
| 2012 | Jump Start CoffeeScript (Expert reviewer)    |
| 2012 | jQuery: Novice to Ninja, 2nd Ed              |
| 2010 | jQuery: Novice to Ninja                      |

## EMPLOYMENT

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### **Seven West Media: HbbTV Senior Consultant**

**Mar 2017 - Present**

Drawing on years of development experience, built a 2<sup>nd</sup> generation best-of-breed HbbTV platform. In a recalcitrant development environment, with little searchable detail and fewer developer tools, created a highly performant, and deeply flexible HbbTV 1.5 compliant solution.

While initial efforts were made to leverage an existing React solution, this proved untenable, and an end-to-end flat file solution was released that's proven to have low levels of issues across dozens of unique devices and operating systems.

Leveraged development community contacts to provide two thirds of the new team members to join the company in 2017

### **Thinkmill: Development Manager**

**Jan 2016 - Mar 2017**

Laid the groundwork to launch the company onto a path enjoying the benefits of Agile Scrum and Kanban team practices. Established one-on-one meetings creating an environment of trust and providing deep insight into the team's true feelings about the future direction of the company.

Undertook client requirements analysis that meant that solutions delivered were closer to actual client needs, rather than client requests. This acquired domain knowledge also allowed us to recommend solutions that combined to strengths of our teams and the platforms of clients.

Established a long running series of Developer training and team building events, that we were able to use to organically grow the team 100% in size, from eight to sixteen, without incurring external recruitment costs and by introducing only nine candidates to the team.

Additionally, 22+ years of experience provided the knowledge and creativity to solve UX and Development issues, such as browser inconsistencies reinforcing the company's drive for Mobile-first solutions. Contributing to several projects, as well as providing an environment to allow Developers to drive and be responsible for their own growth.

### **TAB: Front End Development Manager**

**May 2015 - Dec 2016**

Promoted Mobile-First Responsive development principles through a hands-on delivery process – don't just talk about it, DELIVER it. Advocated the benefits of DRY Web-stack separation through publishing a best-of-breed product.

Took an instrumental role in establishing a Product Experience Language to allow the company to engage designers, developers, and producers and establish principles to set the voice of products and the network.

Mentored through Showcases and Brown Bag sessions on the benefits of measure-twice development and strong Information Architecture. Led by example in the creation of prototypes that explored the potential of the Web, and built stand-alone apps to burst the that-can't-be-done bubble.

Undertook a deliver to succeed approach and rather than discussing possible product enhancements, built and illustrated the success of those enhancements. For example, extended an in-use library to augment the user experience through moving a text only drop-down result list to a graphically rich results list improving customer engagement.

#### **EMPLOYMENT — CONNECTED TV (details available upon request)**

|              |                       |                                       |
|--------------|-----------------------|---------------------------------------|
| 2015         | ABC                   | Connected TV UX, Prototype Consultant |
| 2014         | Network TEN           | HbbTV Senior Consultant               |
| 2011 to 2013 | Telstra Digital Media | IPTV Development Lead                 |

#### **EMPLOYMENT — EARLIER**

|              |  |  |
|--------------|--|--|
| 2014 to 2015 | machinetag (Tricky Jigsaw/M&C Saatchi, Ratecity, Digivizer, Treasury Wine Estates) | Responsive Development Lead/Prototype Development            |
| 2013 to 2014 | Mi9/nineMSN  | Responsive Development Lead                                  |
| 2013 to 2014 | Bilue  | Principal Front End Developer                                |
| 2008 to 2011 | Atlassian  | Senior Front-End Engineer                                    |
| 2007 to 2008 | The Sound Alliance   | Senior Interface Engineer                                    |
| 2007 to 2014 | Transposed   | Consultant Application Engineer                              |
| 2000 to 2007 | i7, AOL 7, Seven, Yahoo!7  | Interface Architect to Senior Platform Presentation Engineer |
| 1995 to 2000 | various  | Front End Developer  |

## TEACHING

|                  |                  |                       |
|------------------|------------------|-----------------------|
| 2015, 2016, 2018 | General Assembly | Front End Development |
| 2016, 2017       | Node Girls       | Foundation JavaScript |

## EDUCATION

|      |                           |                       |
|------|---------------------------|-----------------------|
| 1991 | Western Sydney University | Bachelor of Fine Arts |
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