

# CRAIG SHARKIE

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## 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, Boot Strap
Capable	Front End (React, React Native, Styled-Components, AngularJS) Back End (PHP, JSP, Rails, Node.js)

## EMPLOYMENT

2017 to 2018	Seven West Media	HbbTV Senior Consultant
2016 to 2017	Thinkmill	Development Manager
2015 to 2016	TAB	Front End Development Manager
2015	ABC	Connected TV UX, Prototype Consultant
2014 to 2015	machinetag (Tricky Jigsaw/M&C Saatchi, Ratecity, Digivizer, Treasury Wine Estates)	Responsive Development Lead/Prototype Development
2014	Network TEN	HbbTV Senior Consultant
2013 to 2014	Mi9/nineMSN	Responsive Development Lead
2013 to 2014	Bilue	Principal Front End Developer
2011 to 2013	Telstra Digital Media	IPTV Development Lead
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	Seven - i7, AOL 7, Yahoo!7	Interface Architect to Senior Platform Presentation Engineer

## 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. Reinforced best of breed Development practices relying on establishing Idiomatic Code-Style. Backed and evolved a foundation release process that allowed the team to build and deploy code following GitFlow and CEHTML compliance, providing an unprecedented level of trust.

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, resulting in a greater Developer awareness of all projects underway and teams to trade Developers and ideas. 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. The trust meant that as we grew the team, the team embraced the growth as they were intrinsically aware of the direction the team was adopting.

Undertook client requirements analysis that meant that solutions delivered were closer to actual client needs, rather than client requests. This resulted in the Thinkmill leadership team being able to focus on more areas of business and personal growth. We weren't just meeting client goals, we were raising visions. This acquired domain knowledge also allowed us to recommend solutions that combined to strengths of our teams and the platforms of clients.

Spearheaded the company's uptake of appropriately sized technical solutions to problems, such as using parallel Trello boards to accept Client requests, record Developer insights, and communicate team goals and releases.

Established a long running series of Developer training and team building events, that allowed Thinkmill 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. The success of this process was planted firmly on the foundation of Pragmatic Agile Scrum methodology, with engaged Feature Teams taking responsibility and initiative.

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.

Created an environment where Developers were rewarded for finding innovative solutions and shielded them to allow us to undertake a deliver-to-succeed approach and rather than discussing possible product enhancements, we built and illustrated the success of those enhancements. For example, under my guidance we extended an in-use library to augment the user experience through moving a text only drop-down results list to a graphically rich list improving customer engagement.

#### **COMMUNITY FOUNDER**

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##### **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, disciplines, or careers.

Drawing on passion for coding and the community, 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.

## 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

## 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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