

Summary

“ With **15 years of industry experience**, I have worked extensively with different products at all stages of lifecycle and scale. I specialise in front-end development, design systems, user experience and designing/developing entire digital platforms end-to-end.

Portfolio: <https://johnsmith.com>

LinkedIn: <https://linkedin.com/in/johnsmith>

Skills

Frontend: Next.js | React.js | TypeScript | JavaScript | SEO | WCAG Accessibility (a11y)

Backend: Node.js | PHP | GraphQL | PostgreSQL | MySQL | Redis | RESTful APIs

AI: Claude Code | LLM API Integration | DeepL Translation API | Prompt Engineering

Testing: Jest | Integration Testing | Unit Testing | A/B Testing | User Acceptance Testing (UAT)

CMS: Strapi Headless CMS | WordPress | WooCommerce | Shopify

Design: Figma | Design Systems | Adobe Creative Cloud | Google Material Design | UI/UX

Experience

Storage Choice

Maroochydore, QLD

Senior Full Stack Developer (Remote contract)

Sept 2025 - Apr 2026

storagechoice.com.au

- Designed and developed a high-traffic eCommerce website for one of Australia's largest self-storage companies – using Next.js / React.js, TypeScript, Node.js, Vercel, Redis, Strapi Headless CMS and Figma.
- Delivered a modern design system, reusable components, custom bookings/checkout, CI/CD pipelines (GitHub Actions), automated testing (Jest, React Testing Library), Figma pattern library, dynamic translations / i18n Internationalisation (DeepL AI), integrated with RESTful APIs and payment gateways.
- Accelerated development with AI (Claude Code), optimised performance and streamlined user experience – significantly improving development lifecycle time, SEO rankings, user engagement and conversion rates.

Good to Great Schools

Cairns, QLD

Technical Lead (Remote contract)

Nov 2024 - Apr 2025

ggsa-design-system.vercel.app

- Contracted to lead the delivery of a modern design system, Figma pattern library, core system architecture and PostgreSQL DB schemas for an educational platform utilised by public / private schools nationwide.
- Developed reusable components packaged as a private NPM repository (Next.js / React.js, TypeScript), established core development environments, defined coding standards, configured CI/CD pipelines (Vercel, GitHub Actions), implemented unit/integration testing (Jest, React Testing Library).
- Reduced development lifecycle time, removed code redundancy, aligned cross-functional teams, standardised internal processes, eliminated technical debt and accelerated the product's time-to-market.

● Dux Digital

Perth, WA

Senior Web Developer (Remote contract)

Sep 2024 - Nov 2024

🔗 rw.org.au 🔗 duxdigital.com.au

- Developed a WordPress website for Richmind WA – a major Australian mental health services provider.
- Delivered a custom theme aligned with Figma designs, developed a suite of reusable Gutenberg blocks, implemented WCAG Accessibility (a11y).
- Improved user engagement, content discoverability, accessibility, SEO and web core vitals / performance.

● Betashares

Sydney, NSW

Technical Lead (Remote contract)

Dec 2023 - Jul 2024

🔗 betashares.com.au

- Technical Lead for Betashares – an enterprise fund management platform with \$75 billion under management and over 1 million investors.
- Directed cross-functional teams to deliver a modern design system and integrate it into the existing platform via CI/CD (WordPress, PHP, TypeScript).
- Developed reusable components, designed a Figma pattern library, defined coding standards, performed live A/B testing (Optimizely), implemented analytics (Google Analytics, Segment), integrated GraphQL APIs.
- Improved cross-team alignment, reduced development lifecycle time, eliminated technical debt, resolved all known bugs / issues and provided a solid foundation for releasing new functionality.

● Narangba Timbers

Narangba, QLD

Senior Web Developer (Remote contract)

Mar 2023 - Nov 2023

🔗 narangbatimbers.com.au

- Designed and developed a high-traffic eCommerce website for one of Australia's largest timber suppliers with an annual turnover exceeding \$15 million (WordPress, WooCommerce, PHP, TypeScript).
- Developed reusable components / Gutenberg Blocks, configured CI/CD pipelines (GitHub Actions), integrated RESTful APIs (MYOB, HubSpot).
- Optimised performance, improved SEO and reduced checkout friction – increasing user engagement and boosting online sales by over 30%.

● Pressure Drop Records

Maleny, QLD

Director

Nov 2021 - Jan 2023

🔗 jamenlyndon.com/pressuredrop

- Founded and operated an independent brick-and-mortar vinyl record store (now closed).
- Developed software with React.js / TypeScript to source lowest-price inventory via supplier RESTful APIs.

● BuRPS

Caloundra, QLD

Senior Software Engineer (Remote contract)

Nov 2019 - Oct 2021

🔗 burps.com.au 🔗 jamenlyndon.com/demos/burps

- Designed and developed a “Staff Portal” Progressive Web App (PWA) which streamlines rostering, communication, leave requests and training for staff at over 250 IGA Supermarkets (PHP, Typescript).
- Delivered a large suite of mobile-focused components (Google Material Design), configured CI/CD pipelines, implemented high-coverage integration/unit testing (Jest / React Testing Library), integrated RESTful APIs, performed Usability Acceptance Testing (UAT), authored technical documentation.
- Successfully released and commercialised the platform to create an additional company revenue stream.

Polished

Senior Web Developer (Contract)

Cannon Hill, QLD

Apr 2019 - Sep 2019

polished.com.au

- Designed and developed Shopify / WordPress websites for a well-known Brisbane digital agency.
- Drove growth by delivering high-converting eCommerce platforms for major boutique and lifestyle brands.

GBST

Senior Front End Developer (Permanent)

Brisbane City, QLD

Nov 2017 - Mar 2019

gbst.com vitalitygroup.com

- Developed front end interfaces (Ember.js, TypeScript) for an enterprise suite of investment / wellness software utilised by Vitality Group – the world's largest behavioural engagement platform with over 40 million members worldwide.
- Developed a reusable "starter pack" with React.js and TypeScript, adopted company-wide for all new projects – including a large suite of reusable components, pre-configured development environments, unit / integration testing (Jest / React Testing Library) and CI/CD Bitbucket pipelines.
- Successfully released the enterprise Single Page Application (SPA) at global scale, earning significant ongoing revenue for GBST.
- Standardised engineering practices company-wide, reduced project onboarding time, eliminated code redundancy and accelerated product time-to-market.

Additional Career History

Senior Full Stack Developer

Brisbane, Australia

Nov 2007 - Oct 2017

ruby6.com.au marginmedia.com.au burps.com.au

- Designed and developed custom Shopify and WordPress websites for leading digital agencies – including **Ruby6** and **Margin Media**.
- Created donation-based event websites and developed a suite of reusable components for **everydayhero** – a large-scale international fundraising platform (React.js, JavaScript, AWS, Node.js, PostgreSQL).
- Engineered front-end interfaces for **Vuid** – a comprehensive SaaS suite of business management software .
- Built front-end interfaces for **BuRPS** – a widely successful suite of budgeting, rostering and payroll software (PHP, JavaScript, MySQL).
- Delivered end-to-end design and development of **SendCharge** – an SaaS startup to help people deliver packages of any size, compare / book couriers or freelance delivery drivers online and automate fulfilment.

You can view real-world examples of my work in my online portfolio

<https://johnsmith.com>