

# James Barnes

## Front-End Web Developer

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## Summary

**Front-End Web Developer** with over a decade of experience creating responsive, accessible, and high-performance interfaces. I specialize in **HTML, CSS, JavaScript, TypeScript**, and modern frameworks like **React** and **Svelte**. My strong **UI/UX background** gives me an edge in turning complex ideas into intuitive, polished user experiences with pixel-perfect precision. I work across the **full end-to-end product lifecycle**, from **wireframes** and **prototypes** to **development, testing, optimization**, and the technical foundations needed for **SEO** and **analytics**. I'm looking for a front-end role where I can combine **technical depth** and **design expertise** to help build interfaces that feel as good as they look.

## Technical Skills

**Languages:** JavaScript (ES6+), TypeScript, HTML, CSS

**Frameworks:** React, Svelte, Astro, SvelteKit, Tanstack, Next.js, React Router

**Styling & Animation:** Tailwind CSS, SCSS, GSAP, Three.js

**Tooling & Testing:** Node.js, NPM/Bun, Vite, Jest, Vitest

**Design & UX:** Figma, UI/UX Design, Prototyping, Design Systems

**Analytics & Tracking:** Google Analytics, Google Tag Manager

**CMS:** WordPress, Webflow, Sanity, Prismic

**Developer Tools:** Git, GitHub, VS Code, ESLint/Biome, Jira

**Core Engineering:** Accessibility (WCAG 2.1 AA), REST APIs, Performance Optimization, CI/CD, TDD, Agile

## Certifications

Front-End Engineer - Codecademy

The Complete Agile Scrum Fundamentals Course - Udemy

## Languages

English (Native)

French (Beginner)

Afrikaans (Beginner)

## Education

Multimedia Design

CityVarsity | Johannesburg, South Africa

## Work Experience

### Senior Front-End Developer

Technology Evaluation Centers | Montreal, Quebec

January 2022 – Present

- Led an **enterprise design system** and led a site-wide **frontend overhaul** to modernize visual identity.
- **Consulted and mentored** marketing and engineering teams to ensure global brand consistency.
- Spearheaded an **internal CRM transformation** to modernize UI and streamline **workflow efficiency**.
- Built web pages for **high-revenue partner campaigns**, including tier-1 accounts like **Salesforce**.
- Engineered **evergreen marketing** pages in **Kentico CMS**, maximizing performance and **SEO rankings**.
- Optimized **information architecture** and navigation to improve discoverability and site-wide **UX flow**.
- Audited and optimized platform accessibility to achieve full **WCAG 2.1 AA compliance**.

### Lead Front-End Developer

Crux Digital | Montreal, Quebec

January 2016 – Present

- Develops **custom scalable web applications** using **React, Svelte, and Astro** for high-growth SMB clients.
- Builds and deploys **custom and client-managed websites** using **Webflow, Shopify, and WordPress**.
- Implements **integrations** for secure auth, e-commerce, API services, booking, and membership portals.
- Owns the **product roadmap and delivery lifecycle**, from initial planning through to deployment and launch.
- Designs **visual identities** and **design systems** that establish brand authority and drive user engagement.
- Translates complex requirements into **wireframes** and **high-fidelity interactive prototypes**.
- Drives business growth via **SEO strategy** and **technical audits**, increasing visibility and **conversion rates**.
- Manages **technical retainers** to ensure continuous performance, scalability, and long-term growth.

### Audio & Video Editor

Out of Motion | Johannesburg, South Africa

2015 – 2016

- Managed the complete post-production workflow for documentary journalism videos, **focusing on compelling narrative construction** through strategic editing and comprehensive audio post-production.

### Graphic Designer

Wow Concepts | Johannesburg, South Africa

2014 – 2015

- Designed a broad spectrum of visual assets, including magazine layouts, promotional print materials, and engaging social media graphics for **high-profile clients like BMW & Cell C**.

### Graphic Designer (Internship)

It's a Go Communications | Johannesburg, South Africa

2013 – 2014

- Gained foundational experience in commercial print design, including **artwork preparation and adherence to industry-standard print workflows** within a professional studio.