

Anthony Cole

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I'm currently working as an Engineering Lead at Aesop; My specialty and passion is UI and interface; I've lead the frontend effort at a number of startups including Roller and Campus.

Technology-wise, I'm familiar with most modern frontend frameworks and have worked with React/Redux (Next, MUI, Styled Components), Angular/Ngrx, Storybook, Nest.Js, Node, Contentful, Apollo, and

I'm also a Startmate fellow in the first iteration of the Startmate Founders Fellowship program (<https://www.startmate.com/founders-fellowship>)

Experience

Engineering Lead - Aesop

August 2021 - Present

- Lead technical direction for a cross functional squad at Aesop; including mentoring and facilitation
- Worked across product (design, content, and UX), technology, and architecture on a platform that covered 17 regions.
- Provided documentation, deployment plans, as well as architecture and technical guidance
- Successfully completed migration of legacy React service to Next.js and also completed Wishlist feature
- Tech stack used: GraphQL, Next, TypeScript, Nx, Contentful

Senior Frontend Developer / Lead Software Engineer, Service Victoria

October 2021 - August 2022

- Leading the Frontend team as a Senior Frontend Developer on the Secure Work Project for Service Victoria as a contractor for DXC Technology
- Worked within the Alpha Squad on Business IDAM project
- Technology used: React, Redux, Styled Components, NodeJS
- Initially seconded via DXC technology as a contractor and transitioned to full time role within the business.

Senior Full Stack Developer, Ally Assist

August 2019 - October 2021

- Major Projects: Rebuilding a critical user onboarding process, introducing a marketing automation platform, overhauling customer support system to allow for better phone/email support, retrofitting a geographically-based matching system, building a new metrics dashboard, set up development pipelines
- Tech: Angular, React, NestJs, Firebase, Postgres/PostGIS, Express, Google App Engine, CircleCI, Typescript

Senior Developer, TypeHuman

Dec 2020 - Oct 2021

I'm a full stack developer at Typehuman and put together a set of core. My primary focus is working on the Traverse project for the Australian Red Cross using Node.js and React. We use uPort for Authentication and credentials are issued in Ethereum.

The Traverse project is a digital credential marketplace that provides a bridge to civil, social, and economic participation. Traverse allows people to prove their identity, trustworthiness, and reputation and provides organisations with the ability to easily issue and receive credentials. It is backed by an alliance between The Australian Red Cross, Oxfam, RedR, and involves the Telstra Foundation.

Senior Frontend Engineer, Pathify

February 2018 - April 2019

- Working in a small, cross-discipline team between UX, Product, and business to build and maintain features from a style-guide
- Participating in code reviews and collaboration alongside other developers as well as engaging in planning meetings
- Leading the transition of the business to be design-focused
- Manage backlog; assist and lead feature ideation, sprint planning, and retrospectives.
- Technology Used: Angular.js, SASS, Gulp/Webpack, NPM, Docker, Websockets. Python Backend.

Product Manager, TalentSwot

July 2017 - December 2017 / Contract

- Initiated scrum and structured the role of the Product Management
- Conducted user interviews, client site visits, and championing customer needs for small, medium and enterprise clients.
- Managed a team of five people in Melbourne, Sydney, San Fransisco, and Bogota.
- Created a patterned user interface library to allow for rapid development
- Worked with marketing to develop a strategy around SMEs.
- Introduced a new go-to-market strategy and six-month roadmap.

Full-Stack Developer, Lexer

August 2016 - June 2017

- Responsible for building new frontend features in a data-driven environment.
- Using data-driven results to determine business cases for ongoing product releases and features.
- Major feature built: Content Reports - <https://learn.lexer.io/activate/reporting/content-reports>
- Frontend built using: Bootstrap, Backbone.js, PubSub, D3, Grunt.js
- Backend using: Rails 3, Grape, Postgres, ActiveRecord, Docker

Senior Frontend Developer, Roller

July 2015 - August 2016

- Responsible for major UX and Product decisions and day to day frontend work in a tight-knit and agile team environment.
- Transformed existing frontend methodology from Bootstrap-specific functionality to BEM
- Core responsibility includes implementing HTML and CSS with Angular.js tying to a .Net backend, as well as setting up frontend workflows.
- Making browser support decisions in a metrics-driven and user-thoughtful way
- Interfacing with Razor/.Net/SQL Server/WebAPI
- Technology used: Angular.js, Bower, Gulp, SASS, BEM

Tech Lead, Sense Advertising

September 2014 - January 2015 / Contract

- WordPress frontend builds
- Symfony and CakePHP Application maintenance and build work
- Providing solutions and advice to the digital operations manager and Head of Digital - Introductions of new processes around version control and web hosting
- Mentoring and providing advice to a Junior Developer

Web Developer, Mushroom Group

August 2013 - September 2014

Reporting to the group Creative Director, I was/am responsible for the following:

- Requirements-gathering, scoping and creation of proposals for both internal and external clients for Mushroom Group, Australia's largest independent music label.
- Making technical decisions and doing cost benefit analyses on potential vendors
- Development of web-related projects, primarily with WordPress -

heavy use of responsive design - and use of SASS/Yeoman. Web Applications built with FuelPHP and CakePHP.

- Centralising legacy hosting infrastructure and creating a more robust approach to managing sites.
- Creating documentation based around all past and current digital work.
- Introduction of standards - base WordPress themes, version control (git).
- Product-based technical decisions around mushroom.com, a core branding tool for the group.

Senior Developer - Bastion Digital

November 2011 - May 2012

- Set greenfields development standards and workflow processes
- Liaised with internet and external stakeholders and managed project technical specifications
- Created and advised on pitches for digital projects including Tennis Australia, CUB, CUA and Betty Crocker
- Implemented hosting solution design utilising an external hosting provider and
- managed existing WordPress installations.

Freelance Frontend Engineer and Product Manager

November 2011 - Present

As a freelance frontend engineer and Product Manager, I have used my understanding of both sides of the spectrum to deliver work, using my strong technical background paired with an understanding of the commercial aspect of a business to do the following:

- Deliver a UI Overhaul for a critical part of a digital rostering product (OpenSimSim), using ngRx and Angular 7
- Ship an ionic mobile application for a major B2C marketplace
- Introduce Scrum and Agile processes into a business
- Design a set of solution architecture for critical product features
- Managed teams ranging in size from 2-8 people

Open Source Involvement

Co-Organiser, WordPress Meetup

May 2010 - December 2012 - Melbourne

Grew meetup from 4-5 attendees monthly to over 90 attendees monthly organically; one of the largest tech meetups in Melbourne.

Also organised various conferences throughout the Asia Pacific region; was responsible for over 200 attendees at each including international guests and speakers from five different countries. Issued reports to Linux Australia council and was responsible for budgets ranging from A\$10-20,000.

Co-organiser, WordCamp

- Melbourne 2011
- Auckland 2010
- Wellington 2009
- Australia 2008