Brendan Strong

Toronto, Canada ✉ brendan@brendanstrong.ca 🔗 in/brendan-strong-dev/ ☁ https://www.brendanstrong.ca

SUMMARY

With 8 years of experience in web development, I specialize in creating React and Node.js based products that blend impeccable design, user experience and performance. My expertise spans across building for diverse sectors including small businesses, Fortune 500 companies, and high-profile clients, with a keen focus on scalable, secure, and cost-effective backend systems. Passionate about mentoring, I am committed to fostering growth and learning in emerging developers.

EXPERIENCE

Co-Founder | Flavorish | Toronto | March 2023 - Present

· Led the development of Flavorish as the sole developer utilizing React, Vite, Tailwind, and TypeScript for the frontend; Firebase, Google Cloud Platform, Cloudflare, and TypeSense for the backend; also integrated OpenAI and Stability AI for AI services.
· Transformed the project into a cross-platform native app, successfully launching on the Apple App Store and Google Play Store, contributing to over 350% growth in user retention rates.
· Enhanced the efficiency of AI recipe generation, achieving a 50% performance boost and delivering improved user feedback.

Senior Software Developer | Scotiabank | May 2022 - February 2023

· Wrote and reviewed well designed, testable and efficient code in frameworks including React, Redux, Express.JS and Node.JS in a microservice architecture.
· Collaborated with the Scrum team to plan milestones, upcoming features, and escalate issues as needed, resulting in consistently completing more deployments than any other team in our vertical.
· Guided and supported junior and intermediate developers, through one-on-one mentoring and code reviews, fostering a collaborative and knowledge-rich environment, which resulted in a significant increase in team efficiency and code quality.

Lead Developer | Elite Digital | October 2020 - May 2022

· Led the development and launch of 20+ projects using frameworks such as React, Next.js, Sanity, WordPress, Ghost and more.
· Built client websites from scratch and optimized performance, resulting in a 6-10x increase compared to their previous site and reduced bounce rates by 19% or more.
· Collaborated closely with CTO and senior developers to refine the company's development strategy, leading to significant improvements in project delivery timelines.
· Mentored less experienced developers, enhancing their coding abilities, problem-solving skills, and understanding of advanced software development principles, further improving team productivity and project execution.

Full Stack Developer | Freelance | February 2018 - October 2020

· Designed and developed visually stunning and user-friendly websites that meet AODA compliance standards, resulting in an average increase of 29% user engagement rates.
· Implemented custom functionality for small businesses and large public sector organizations including creating REST APIs, syncing MySQL databases with cron jobs, creating calculators, tools and more.
· Managed client relationships and expectations throughout the project lifecycle, consistently meeting or exceeding expectations and delivering projects within scope and on time, resulting in a client satisfaction rate of 95%+.

Full Stack Developer | SmartWebPros.com | February 2017 - February 2018

· Designed and developed websites using modern UI/UX patterns on WordPress for numerous local businesses, resulting in an average 30% increase in website traffic and an average 18% decrease in bounce rate.
· Implemented customized ecommerce solutions utilizing WooCommerce to enhance conversion rates, resulting in an average 12% increase in online sales.
· Provided exceptional technical support to clients, resolving technical issues with a 95%+ customer satisfaction rate and an average response time of less than 24 hours.

EDUCATION

Web Development | Online Education | February 2016 - June 2016

· Learned programming languages and frameworks including HTML5, CSS3, Bootstrap, Semantic UI, JavaScript, AngularJS, JQuery, EJS, Node.js, Express.js, Passport.js, MongoDB, Mongoose and more.

Computer Systems Technician | Fanshawe College | London, ON | September 2013 - February 2016

· Includes Knowledge of Cisco, Microsoft, Linux, and VMWare Operating Systems.

- Emphasizes the design, implementation, configuration, monitoring, troubleshooting, management, as well as the hands-on installation of networking, security, VoIP, mobile devices, virtualization, data storage and management, server, workstation and operating systems technologies.

PROJECTS

Dinner Time Premium | June 2016 - February 2017
- A web application developed using the MEAN stack for a game server I ran on Garry's Mod. Featuring forums, user profiles, news, support tickets, feedback, notifications and more.
- Beyond a typical web app, it integrated notifications with the game server through a custom LUA addon I developed, allowing users to receive notifications both on the web app and in-game.

SKILLS

Languages: HTML5, CSS3, JavaScript, TypeScript, PHP, Python, Lua

Frontend: React, React Router, React Hook Form, Redux, Vite, MDX, PWA, AODA, AngularJS, jQuery, Handlebars

UI Tools: SCSS, Tailwind CSS, DaisyUI, Angular Material, Bootstrap, Materialize, Material Design

Backend: Next.js, Typesense, Node.js, Express.js, Passport.js, Auth0, Firebase, Cloudflare, Sanity, Payload CMS, WordPress, Ghost, Phalcon, Django

Databases: MySQL, PostgreSQL, MongoDB, Mongoose, Firestore

Tools: Git, Apache, NGINX, Jest, Sentry, Stripe, OpenAI, Stability AI