

Anthony Cole

1047 Drummond Street,
Carlton North, VIC, 3181
m: +61 434 122 200

w: anthonycole.me

g: github.com/anthonycole

l: <http://au.linkedin.com/pub/anthony-cole/32/435/9b1/>

About Me

I'm a results-driven Frontend Developer with "Full Stack" experience who is passionate about building great interfaces for human interaction. I've worked for product, agency, and in-house digital businesses.

Experience

Frontend: HTML5, CSS3, Bootstrap 3/4, Foundation, Sass, BEM

JavaScript: Backbone.js, Underscores/Lodash, Angular.js,

Backend: Rails, Ruby, Laravel, MySQL/PostgreSQL, WebAPI (Basic), CakePHP

CMS: WordPress, Shopify

Languages: PHP, Ruby, Node

Operations: Ubuntu, Docker, AWS

Product: JIRA, Asana, Mixpanel, Photoshop, Sketch

Senior Frontend Developer, Lexer August 2016 - June 2017

- Responsible for building new frontend features in a data-driven environment.
- Using data-driven results (Metrics) 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 June 2015 - August 2016

- Responsible for major UX and Product decisions and day to day frontend work in a tight-nit 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/Senior Frontend Developer, Sense Advertising

September 2014 - January 2015

- 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, ongoing*

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.

Notable Projects

<http://liberation.com.au/>

<http://mushroommusic.com/>

<http://blissneso.com/>

Freelance Web Developer *2007 - Present*

Experience includes frontend work, backend work, as well as general web development. Worked on and off using various subcontractors and contracted to a few small agencies and corporations including World Vision Australia, Saatchi & Saatchi DGS, Clemenger BBDO, and the Australian Industry Group. Specialty with WordPress - have submitted a few patches to WordPress and bbPress. Worked in a variety of roles including technical lead and mid-level to senior developer.

Notable Projects

Crown Fibre, <http://www.crownfibre.govt.nz/>

New Zealand Defence Force - OperationHQ, <http://operationhq.co.nz>

Carton Mid - Carlton Breweries - <http://carltonmid.com.au>

Stereosonic - <http://stereosonic.com.au/>

Senior Developer - Bastion Digital - November 2011 - May 2012, Melbourne Australia

- Set greenfields development standards and workflow processes
- Liased with internet and external stakeholders and managed project technical specifications including
- 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.

Notable Projects

Cardio Tennis - <http://cardiotennis.com.au>

Freelance Web Developer - Dialog Ventures - November 2008 - November 2011

- Worked with notable clients and managed external expectations; reported directly to managing director.
- Liased with internal and external stakeholders and managed project technical specifications
- Created and advised on pitches for digital projects including the New Zealand Government and tourism boards.

Open Source Involvement

Co-Organiser, WordPress Meetup, Melbourne *May 2010 - December 2012.*

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