GUY CRAWFORD

Developer / Product Manager / Digital Lead

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I'm a Full Stack Developer / Product Manager from Toronto with 14 years of hands-on experience.
I'm known for my excellent problem solving skills, effective collaboration and positive attitude.
I thrive in environments where I can contribute my unique perspective to help drive teams and projects to success.

SKILLSETS

HTML / CSS / SCSS / JavaScript / Docker / React / Next.js / Ionic / Shopify / CraftCMS / SQL / Git / AWS / AIM / CI/CD

Photoshop / Illustrator / Premiere / Animate / InDesign / Google Web Designer / WebFlow / Figma / AODA / WCAG / SEO

EXPERIENCE

Founder, Flax & Blazer Dec 2017 - Present
- Founded an advertising consultancy with a focus on digital production, including website development, shopify development, site hosting, UX / wireframe creation, website design and digital oversight.
- Sourced, hired and managed freelance designers, developers and 3rd party vendors to meet client deadlines.
- Contributed technical specs and costings to RFPs and provided a technical voice in client-facing presentations.

Development Lead, Arrivals + Departures, Nov 2022 - Jun 2023
- Created, updated and maintained responsive websites using AWS pipelines and version control.
- Managed DevOps for the agency, client site administration, SSL provision and domain transfers.
- Maintained AWS Hosting and S3 / IAM permissions, updated pipelines for Continuous Deployment with Git.
- Managed a team of developers, site issue resolution, debugging, optimization and maintenance.

Front End Developer, Youville Housmann-Park, May 2022 - Nov 2022
- Developed Single Page Web Apps with React and Next.js.
- Integrated JavaScript animation libraries (GreenSock / Three.js) to improve UX and page transitions.
- Audited websites to improve SEO and increase Page Speed ranking using Google Dev Tools.
- Worked as part of Agile team with Git and CI / CD methology.
- Prepared and optimized assets with Adobe Photoshop and Figma.

Senior Developer, Xaxis, April 2020 - Feb 2022
- Managed all display ad development, collaborating with internal and external stakeholders.
- Prototyped new ad units, and researched emerging ad platforms and technologies.
- Optimized and rebuilt project workflows, gathered assets, managed project timelines and workbacks.
- Acted as technical and creative point-of-contact for ad enquiries, and resolved urgent technical issues.

Development Lead, john st. Jan 2017 - Nov 2017
- Led the development team and oversaw production output.
- Restructured the internal workflow of creative production within the agency.
- Created more effective integration between strategy, creative and developer teams.

Digital Creative Lead, Ogilvy Jul 2012 - Dec 2016
- Provided technical consultation from initial concept and prototyping to deployment.
- Acted as technical liaison and point of contact for all agency staff and clients.
- Wrote job descriptions, interviewed, hired and supervised developers.

Web Designer / Developer, Lush Concepts Oct 2009 - Jun 2012
- Designed creative assets and ran front end / back end development.
- Worked on digital projects including facebook apps, websites, microsites, CMS, display banners, html emails.

QUALIFICATIONS

City of Bristol College, 2003
Higher Diploma in Computing

REFERENCES

Camlle Porcher
Director, Digital Production, YHP
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Brittany Warren
Digital Specialist, A+D
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