Riley Densmore
Web Developer

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Waterloo, Ontario
rileydensmore.com

Profile

Versatile full stack web developer with a strong background in UX and design. Offering 4+ years of building robust web applications for companies, helping them achieve their technical goals. Adept at leveraging a deep understanding of web development technologies, trends, and best practices to deliver exceptional user experiences across all web platforms.

Experience

Sr. Front End Developer
Stay Inc.

Remote, Toronto
October 2021 – July 2023

- Served as a key developer in building nearly 60% of the FE codebase that supported the **on-boarding of over 30,000 users**.
- Contributed to the app's launch success by architecting and implementing essential features such as **listing pages, pricing and checkout flow, availability calendars, and all design system components**.
- Assisted backend team with **building robust & efficient endpoints** across microservices in a **type-safe Python environment** using FastAPI and PostgreSQL.
- Assisted **hiring and mentoring 3 junior developers,** overseeing their **adherence to app architecture and documentation** on the FE stack and custom design system.

Front End Developer / Lead Designer
Staywell Charity

Toronto, ON
August 2020 – May 2021

- Responsible for the **design & front-end build of flagship website**, landing pages and donation platform using React, Next.js, & Tailwind CSS.
- Developed & Designed the "MyStaywell" funding platform (GoFundMe clone) to **set funding goals, track donations progress, and increase internal network donations.**
- Implemented mobile responsive websites and landing pages from concept through deployment.
- Designed brand guidelines and visual identity for StayWell's image as a new and thriving charity (logo/colors/typography/CSS standard libraries ect.).

React Developer
Various Clients

Toronto, ON
July 2020 – May 2021

- Designed & developed booking & internal admin system that allowed users to s**chedule bookings, arrange cleanings, and automate reporting** for all admin related tasks (React Web App).
- **Designed & developed** svsrelo.com which featured **custom component library** to dynamically display content & blog posts via uploaded markdown files.
- Created "Supplier Portal" Tool to **automate supplier/unit on-boarding and eliminate redundancy.** Portal data would communicate to database and be displayed on booking & management system (see first bullet).

UX Designer
Sky View Suites

Toronto, ON
December 2018 – March 2020

- **Reduced bounce rate by 15**% on landing pages by **introducing new designs and using AMP HTML** framework for selected ad campaigns.
- Managed analytic accounts from Hotjar, Ahrefs, & Google Analytics to **make well-informed design decisions** on company website, landing pages, and email lists.
- Redesigned automated email flow to maximize engagement, increase customer response rate, and improve internal communication between departments.

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Projects

Song Submitter Twitch Extension
Panel Extension – Backend – Dashboard

Active Project – V0.0.8

- Designed and implemented a Twitch Extension, enabling viewers to submit their music by providing Soundcloud links, **enhancing the interactivity and content quality of Twitch streams**.
- **Developed an interactive wheel picker** to select submissions based on a weighted draw. The weighting mechanism is **dependent on the user's submission tier level and the number of gift subscriptions** received, enhancing viewer interaction and streamer engagement.
- Engineered a robust backend system that **continuously monitored and responded to changes in viewer gift sub donations** through a **pub-sub webhook**, providing real-time updates for the streamer.
- Docker image of express app hosted on **AWS ECS, Planetscale Database, Vercel Hosted frontend**.

Education

University of Waterloo
Bachelors in Global Business & Digital Arts

Waterloo, ON
September 2015 – May 2019

Relevant Coursework: User Experience Design, Intro to Python, Computer Science, Digital Marketing, Cross-Cultural Digital Business, Management Information Systems, Entrepreneurship Principals & Practices, Digital Media Design & Production, Graphic Design

Key Skills

Front-End Development:

Proficient in HTML5, CSS3, JavaScript, and ES6+, with a focus on creating intuitive, interactive, and visually appealing user interfaces. Highly familiar with Tailwind CSS.

Javascript – Typescript – React – Next.js – Fetch – SWR – Cypress – Redux – SSR – Figma

Back-End Development:

Ability to architect efficient systems, optimal database queries, and ensure data security in a variety of programing langauges and frameworks.

Python – Node – FastAPI – Express – REST – GraphQL – mySQL – PostgreSQL – Webhooks SQLAlchemy – Seqeulize

Cloud Deployment and CI/CD :

Experienced in deploying applications to AWS for scalability and cost-effciency. Ability to establish preliminary CI/CD pipelines, testting, and coninuous deployments.

AWS – ECS – ECR – Docker – GitHub Actions – Jenkins – Cypress – Microservices

UX & UI Design:

With a keen eye for aesthetics and a deep understanding of user behavior, I'm experienced in crafting visually appealing and user-centric solutions.

Figma – Sketch – Illustator – InDesign – A/B Testing – Prototyping