

Jordan Accinelli • Website Enthusiast

5+ years of experience in creating web experiences, from design, to development, to deployment. I specialise in bridging the gap between design and development.

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Previous Experience

Senior Frontend Developer **Culture Kings** April 2022 - January 2024

Acted as UI/UX lead in a small team dedicated to moving CK from Liquid to Hydrogen.js.

- Ran a comprehensive UX review using heat-maps, user recordings, interviews & heuristics.
- Communicated all design decisions to stakeholders over the project's R&D period.
- Worked with cutting edge tools and frameworks to develop this project.
- Created unique React patterns to deal with the new React 18 server paradigm.
- Handled a majority of the design decisions around the project.
- Created bespoke solutions for business requirements in Sanity, our CMS.

UI/UX Designer & Developer **Three By One** March 2021 - April 2022

Acted as e-commerce technical lead for 3 Shopify Plus sites built with Next.js.

- Regularly created and implemented UI improvements in alignment with a 3P UX report.
- Created custom integrations between Shopify, several analytics platforms, and their ERP.
- Worked directly with marketing to create web experiences for campaign & product launches.
- Strategised around data structures in our content management system, Prismic.
- Managed a development resource with weekly sprints and project reviews.
- Created a bespoke backend tool for creating

UI/UX Designer & Developer **Bonsey Jaden** March 2019 - March 2021

Helped established the agency's initial AU web offering.

- Provided expertise in both design and development.
- Managed and coordinated projects with team members.
- Established proper development processes and infrastructure.
- Directly assisted with all tasks from ideation to deployment.

Freelance Graphic Designer **Emerge Australia** June 2018 - July 2019

Provided graphic design services on a project by project basis, predominately in print designs such as posters and event collateral.

Junior Graphic Designer **Winning by Design** April 2016 - December 2016

Provided graphic design services in a casual capacity, predominately in print designs such as posters and event collateral - most notably for Humaneity, a charity organization which aided in bringing the tiny home movement to the mainstream.

Short on time?

I am seeking

a position where I can continue to break new ground and be innovative with my development skills.

I have achieved

1. A 99 ATAR in 2017
2. Securing three promotions with Bonsey Jaden.
3. Entirely replaced Three By One's agency.
4. Massively improved retention metrics on Culture Kings' NZ site.

I can speak

- English
- Italian
- Developer

My specialisations include

- E-Commerce Prototypes
- Wireframing Googling
- Design Systems Googling
- A11y Responsive Design
- UX Research SPAs

I am proficient in/with

- React Shopify Sanity
- CSS TailwindCSS
- CraftCMS Hydrogen.js
- Remix.js Figma Vercel
- Netlify AWS GCP
- SQL NoSQL Docker
- PHP Yii2