DEVON WELCH FRONTEND DEVELOPER

hello@devonw.me www.devonw.me

EDUCATION

British Columbia Institute of Technology 2016 - 2018 Certificate in Technical Web Design JavaScript Principles

CORE TECHNOLOGIES

SUMMARY

Front-End Developer & UI Specialist with 5+ years of experience delivering polished websites and web apps for agencies and startups. I bridge the gap between design and development — taking Figma files and turning them into fast, responsive, accessible sites using React, Next.js, and Tailwind. I've led front-end builds for high-traffic products and custom client sites across industries. Collaborative, deadline-driven, and obsessed with UX details that elevate a brand's digital presence. Building websites since I was 16 and still driven by the same obsession: getting every interaction and pixel just right.

WORK HISTORY

Lead Front-End Developer & Brand Designer

Blockpixels • November 2021 - Present

HTML, CSS, SCSS (Sass) JavaScript

TypeScript

FRAMEWORKS & LIBRARIES

React & NextJS Tailwind

Shadcn

TESTING & BUILD TOOLS

Jest, Cypress, Playwright Vite, Webpack

VERSION CONTROL & DEPLOYMENT

Git, GitHub, Gitlab

Blockpixels is a Web3 entertainment company building blockchain-based games and DeFi tools.

- Led the full front-end development of a high-traffic decentralized app (dApp) used by 100K+ users, using React, Next.js, and Figma.
- Owned branding and design systems, creating a consistent visual identity across the product, landing pages, and social platforms.
- Architected responsive UI/UX under tight startup timelines, collaborating closely with backend and tokenomics teams.
- Mentored a junior frontend developer on React code architecture, Typescript best practices, reducing code defects by 15% and improving code maintainability.
- Automated CI/CD via GitHub Actions, reducing deployment time by 40% and minimizing release errors.
- Drove community growth through design-led marketing, Discord integrations, and gamified UX.

Web Developer

Studiothink - Brand & Web Agency · February 2021 - November 2021



Studiothink is a Vancouver agency specializing in brand strategy, custom websites, and design.

- Developed fully responsive websites from designer handoffs using HTML, SCSS, JavaScript, PHP, and custom build tools.
- Delivered and maintained sites across WordPress, Concrete5, and Shopify, adapting to client needs while maintaining accessibility and performance standards.
- Led remote training sessions with 8+ clients post-launch, ensuring confident handoff and long-term content management self-sufficiency.
- Collaborated directly with designers to translate brand concepts into digital experiences.

Senior Front-End Developer / UX Designer

Smartt • June 2018 - February 2021

Smartt is a Vancouver digital agency focused on web development, analytics, and marketing.

• Delivered 3–4 custom websites monthly for diverse clients, balancing fast timelines with code quality and visual accuracy.

• Collaborated with marketing team on conversion rate optimization initiatives • Delivered performance improvements resulting in 45% faster page loads and consistent 90+ Lighthouse scores.

Adobe Photoshop, Adobe Illustrator

Affinity Photo, Affinity Designer

AI TOOLS

ChatGPT, Cursor IDE, Claude, Github Copilot

STRENGTHS

Eye for layout & UX consistency, Speaks dev and design fluently, Sharp debugging skills, User-first UX thinking, Always learning, Mobile-first development

- Engineered an original React social platform using live APIs to combat misinformation and improve UX.
- Led technical discovery calls and scoped deliverables with 5+ clients, aligning dev goals with business needs.
- Earned positive client feedback and a public LinkedIn commendation from the Canadian Mover's Association.