Joshua Worden

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WORK EXPERIENCE

Arctic Leaf Inc. | Web Developer | July 2023 - August 2024

- Developed e-Commerce websites for clients like [Method Products](#), [Lekker Home](#), [LFGO Energy](#), [Ecover](#), [Fastool Now](#) and [InkBridge Networks](#) using BigCommerce, Shopify and NextJS.
- Built custom full-stack applications, integrated third-party APIs, and optimized performance for fast loading times.
- Created reusable, customizable widgets for Shopify and BigCommerce, updating them based on client requirements and providing user guides.
- Contributed to the company's proprietary BigCommerce theme, adding new features based on industry trends.
- Collaborated with UX/UI designers, account managers, and QA technicians to translate design concepts into high-performing websites, meeting deadlines and ensuring quality through rigorous testing.

Self Employed | Freelance Web Developer | January 2022 - present

- **Goodman & Robb**
  - Designed, developed and deployed a responsive, SEO-optimized website to showcase grant writing and ESG advisory services, incorporating branded visuals.
  - Collaborated with stakeholders to create a scalable, high-performance web solution using Next.js, Tailwind CSS, and Sanity.io effectively communicating the consultant's expertise.
- **Thompson LLC**
  - Led development of company's Next.js/Tailwind website, optimizing performance and SEO while showcasing expertise in sustainable development and advisory services.
  - Designed and launched a responsive platform highlighting client services across economic growth, urban development, and international programs.
- **Central Asia Tours GmbH**
  - Designed and developed responsive Next.js/Tailwind website for leading Uzbekistan travel agency, implementing German localization and SEO optimization.
  - Created streamlined platform showcasing Uzbekistan city tours and destinations, featuring intuitive navigation and integrated contact system.

- **Resilient LLC**
  - Developed a headless WordPress website using NextJS for Resilient LLC, a consultancy group specializing in crisis management and business continuity.
- **Lucky Bet**
  - Developed a high-performance, scalable web application for an online betting platform, incorporating user authentication, online gambling games and user-friendly interfaces.

Maket | Full Stack Developer | May 2022 - November 2022

- Cooperated with a team of 3 developers to execute the product features for the web-platform using React, MongoDB, AWS Cloud, Node.js, and Vercel.
- Efficiently deployed the web-platform to +10,000 users, producing $5,000/month in revenue.

BUTR Inc. | Digital Marketing Manager | July 2020 - February 2023

- Led Business Development team in managing influencer ad creative collection for clients.
- Executed $2.2M+ paid ad campaigns achieving $0.75 CPI and $16 CPFT.
- Partnered with product and dev teams to build and enhance in-house CRM system features.
- Drove campaign optimization through performance analysis and strategic recommendations to leadership.

EDUCATION

McGill University | 2016 - 2020

- Bachelor of Arts in Geography, Concentration in Geographic Information Systems (GIS)
- Minor in Social Entrepreneurship.
- Barbados Field Semester: Completed UNDP Small Grants Programme internship focused on fishing industry resilience initiatives.
- Varsity Rugby: Quebec RSEQ All-Stars Team (2019), Club Rookie of the Year (2016).

TECHNOLOGIES, CERTIFICATIONS & OTHER SKILLS

- **Technical Skills:** JavaScript, React, NextJS, NodeJS, Python, TypeScript, Tailwind, MongoDB, SQLite, Postgres, Shopify, BigCommerce, Git/GitHub, ThreeJS and Zustand.
- **Certifications:** Udemy Web Developer Bootcamp, Udemy NextJS & React Complete Guide Bootcamp, CodeAcademy MongoDB Course, CodeAcademy TypeScript Course.
- **Languages:** English (native), Spanish (highly fluent) and French (fluent).