

# Fred Boyle

An experienced citizen of the information age with a creative flair for translating ideas into reality. Passionate about providing the appropriate solution for each situation, asking what should be done not just what can be done.

Defining the problem to be solved, collaborating with the team to discuss and come to a solution together. Balancing the why with the how and addressing the defined problem.

Specialties: HTML, CSS, JavaScript, Ruby on Rails, ViewComponent, Lookbook, Storybook, Web Components, React, Svelte, PHP, devops/infrastructure (CI/CD), process automation (testing, visual regression testing, accessibility/a11y), experience with a wide variety of technologies, software, and frameworks.

Quick to learn and apply new technologies.

Expert troubleshooter.

Ability to strategize, architect, and build intuitive digital solutions (product ownership/management).

## Experience

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Mar 2023 – Jan 2024

### Order.co

Staff UX Engineer

Lead engineer & architect for a new design system implemented in a Ruby on Rails environment.

Collaborated and advised on the technology solutions (ViewComponent, Lookbook), visual & UX design, and implementation of the design system.

Created a design tokens architecture and implementation for use in multiple contexts (HTML/CSS, JavaScript, Figma) using Style Dictionary.

Implemented automated testing workflows for visual regression and end-to-end testing (Playwright), as well as accessibility/a11y (aXe-core).

Evangelized the upcoming design system, implementations, and methodologies.

Refactored foundational portions of the Ruby on Rails codebase to improve frontend implementation, maintainability, and general performance.

Implemented new experiences and features in the existing Ruby on Rails codebase in collaboration with more backend focused teammates.

Mentored a variety of engineers with varying experience levels.

Worked in close collaboration with visual designers, engineers, and product owners.

Jan 2022 – Dec 2022

## **Pantheon Systems**

Staff UX Engineer

Lead engineer & co-product owner of the design systems effort to create a new, from mostly scratch, design system.

Guided and led a documentation first approach to design system creation, visual & UX design, and implementation.

Created a design tokens architecture and implementation for use in multiple contexts (HTML/CSS, JavaScript, Figma) using Style Dictionary.

Implemented automated testing workflows for visual regression and end-to-end testing (Playwright), as well as accessibility/a11y (aXe-core).

Evangelized the upcoming design system, toolkit implementations, approaches and methodologies.

Maintained portions of existing React codebases used for UI/front-end implementation of experiences in the company ecosystem.

Mentored a variety of engineers with varying experience levels.

Worked in close collaboration with visual designers, engineers, and technical project managers.

Oct 2015 – Jan 2022

## **Salesforce**

Jan 2019 – Jan 2022

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Lead UX Engineer, Design Systems & Enablement

Maintain and enhance the Salesforce Lightning Design System(SLDS) and its supporting resources.

Focused on systemic approaches to reduce the burden on developers and designers that use the design system, both internal and external. Including infrastructure, tooling, and documentation, such as: process automation (CI/CD), developer tools such as command line scripts, automated visual regression testing, a11y testing, cross-team education, internal implementation tools, and more.

Collaborate closely with UX & visual designers to ensure the design system remains consistent, useful across many contexts (large & small viewports and multiple platforms), and easy to use.

Nov 2016 – Dec 2018

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Senior UX Engineer

Member of the Lightning Global Components team.

Build, design, and troubleshoot base platform web components using HTML, JavaScript, Lightning Web Components, and Aura.

Assist with architecture, functionality scope, and some evangelism of the created Lightning Components.

Oct 2015 – Oct 2016

## Senior UI/UX Developer

Member of the Industries team working on Health Cloud, a Health and Life Sciences offering.

Be the voice of design and ease-of-use(UX) within the engineering group.

Implement solutions on the Salesforce Platform using Lightning, Aura, and Apex as well as standard web technologies.

1999 – Present

## Subtle Technology

Strategist | Developer

Provide strategic and production services in the digital realm - including business consulting, information architecture, user experience design, creative direction, programming, and quality assurance.

Aug 2015 – Oct 2015

## Microsoft

Web Developer

Work closely with designers to implement front-end web solutions using HTML, CSS/Sass, and JavaScript.

Feb 2014 – Jun 2015

## projekt202

Senior UX Developer

Bring a strategic perspective to development by integrating UX practices and considerations into the process.

Work closely with designers to implement front-end web solutions using HTML, CSS/Sass, and JavaScript.

Create bundles and starter files for native mobile development using technologies such as Appcelerator.

Architect, build, and deploy prototypes for usability testing.

Aug 2008 – Nov 2013

## **nGen Works**

Digital Chef

Create and maintain digital solutions using Django/Python, Flask, PHP, Ruby on Rails, Sass, HTML/CSS, JavaScript, Celery, MySQL, and PostgreSQL, and responsive approaches.

Responsible for estimating, scoping, strategy, project management, creative direction, and development.

Aid in the creation of company processes in various areas such as lead qualification, scoping, and estimating.

Implement and manage server technologies for hosting of sites and applications using Rackspace cloud technologies.

Build custom add-ons and client specific code for the ExpressionEngine content management system.

Sep 2006 – Aug 2008

## **Renaissance Creative**

Web | Creative

Responsible for the execution, strategy, and partial design of web projects.

Build web sites with a standards-based approach using HTML, CSS, JavaScript, PHP, Ruby on Rails, Flash, and other technologies as appropriate.

Advise on strategy, information architecture, and estimating for web projects.

Apr 2004 – Dec 2005

## **Lifestyles Realtors**

IT Manager

Took a one office operation to a fully integrated multi-state operation of 40+ offices.

Migrated traditional paper processes to digital paperless workflows.

Responsible for management of computer, network, and technology operations including troubleshooting, maintenance, and upgrades.

Provide purchasing services, setup, and training for employees on technology.

Update, maintain, and enhance web site and Intranet.

Jan 2003 – Apr 2004

## **IT Solutions**

IT Consultant

On call technician for corporate and home environments.

Troubleshoot and resolved computer, networking, and usability issues for a wide variety of systems and environments.

Apr 2002 – Jan 2003

## Gateway

Instructor

Taught full spectrum of computer topics to consumers, from introductory to advanced levels.

Provided internal training of staff on new products.

Managed class loads and scheduling for two retail store locations, including management of part-time instructors.

Assisted store personnel and management with sales and operations as a subject matter expert.

Dec 1999 – Jan 2001

## WestWayne

Interactive Programmer

Programmer of multimedia and web projects.

Ensured project feasibility, functionality, and design consistency by working with information architects, designers and account teams.

Feb 1996 – Dec 1999

## Earlier positions omitted

**Companies included:** EDS, Long Island Savings Bank, Keane (@ IBM), Quantum Media Consulting, CTG (@ IBM)

Roles included: Business Analyst, Regional Support Specialist, OS/2 Technician, Webmaster, Support Technician

## Skills

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- Quick to learn and apply new technologies.
- Ability to strategize, architect, and create intuitive digital solutions (product ownership/management).
- Project management, estimating, and scoping.
- Educate others and aid in their understanding of various technologies.
- Strong ability to optimize workflows using technology.
- Expert troubleshooter.

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### **Banking Services Intranet**

**Client:** Unnamed enterprise

**Role:** Front-end developer

**Project goal:** Create CMS powered intranet site using newly created visual design

Design was pre-existing and provided a pattern library document and Axure prototype as guides.

Worked in collaboration with the visual and UX design team to convert the design into functional code and later be combined with a content management system.

Built the front-end code using HTML, CSS, Sass, Susy, SVG, and JavaScript.

Design required several interactive modules to be created with JavaScript and jQuery as well as the use of several plugins.

Used SVG assets, with fragment identifiers, for most visual elements to achieve the highest fidelity across devices as well as provide flexibility for style variations of images.

Created customized grid system to meet the needs of the design using Susy.

Aided CMS developers with integration of front-end code into the ModX system.

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### **Appcelerator Starter Kit**

**Client:** Unnamed global enterprise

**Roles:** Front-end developer, consultant

**Project goal:** Create assets to increase project startup speed and maintain corporate design standards

Worked with client team to define and scope the project to best serve their internal target audience of development teams.

From a provided visual style guide implemented, using the Appcelerator technology, a base starter project framework.

Implementation of Appcelerator code focused on iPad as platform for initial roll-out.

Shared Sass style definitions were also created to assist with web based applications and maintaining the corporate design standards.

Aided client in defining initial approaches and processes to aid with release of the new assets to their development teams.

## Prototypes + proofs of concept for enterprise UX group (60+ employees)

**Client:** Unnamed global enterprise

**Roles:** Front-end developer, consultant

**Project goal:** Aid with improving productivity and efficiency of UX group through various efforts

Working with designers created functional prototypes with high interactive fidelity for user testing and validation studies.

Goal of prototype process was speed of deployment with high degree of fidelity.

Built proof of concept prototyping toolkit to allow designers and front-end developers to create prototypes with reduced difficulty.

Created, in collaboration with principal designer, a proof of concept information sharing and collaboration tool. Tool allowed for easy discovery of current efforts within the UX group and interconnection of prototypes.

Developed a simple data storage and retrieval API to enhance interactive prototypes and allow data persistence and logic.

In partnership with a senior designer we created concepts and prototypes to showcase data enhanced generated content. This effort led to a deeper understanding of the data within the system and possible methods of communicating various data trends to site visitors in actionable ways.

## Kite Realty

**Collaborator:** Sandpaper Studio

**Roles:** Front + back-end developer, consultant

**Project goal:** Implement CMS powered responsive site based on provided design

Collaborated with design studio to implement visual design and integrate into the Craft content management system.

Implemented responsive visual design using HTML/CSS, Sass, and Susy.

In partnership with the designer we adjusted the layouts as needed to function best across various contexts and screen dimensions.

Created custom PHP code and plugins for Craft to enhance the content management experience and site functionality.

Integrated Google Maps to enhance the browsing and searching of the sites location based content.

## Windboiler (micro-site)

**Client:** Cascade Designs

**Role:** Front-end developer

**Project goal:** Quickly create new marketing site for product launch using provided design

Tight deadline project to implement visual design for the launch of a new product's marketing site.

Collaborated closely with designer to tweak desired layout and functionality where needed for implementation.

Used various techniques to animate visual elements and content to tell this product's story and present its benefits.

Site uses a scrolling storytelling mechanism to present the product.

## Pool of Ages

**Roles:** Front + back-end developer, consultant, project manager

**Project goal:** Enhance and maintain web application, as well as advise on technology and features

Fantasy sports web application that began life offline using spreadsheets.

Application required interactive drafting system, variable rules based score calculation, enhanced one-off scoring events throughout a league's season, league management tools, data importing services, and reports.

Was part of the original development team and eventually took over maintenance, enhancement, and refinement of this app.

Was point of contact and responsible for project management, managing expectations, client education, as well as collaborating with client to define and implement new or revised features.

System uses several technologies such as Django, Pusher.com (for updating multiple clients synchronously), JavaScript, and Sass.

## Pigskin Fantasy U

**Roles:** Front + back-end developer, consultant, project manager

**Project goal:** Enhance and maintain web application, as well as advise on technology and features

Built and architected the real-time draft component for this Django based web application.

Eventually took lead on project for ongoing enhancements and revisions.

Most of my work for this project was in a project management, feature enhancement, bug fixing, and maintenance role.

Was primary point of contact for client and collaborated with them to define desired features or issues and engineering solutions to implement.

System was built using Django, Celery, Pusher.com (for updating multiple clients synchronously), JavaScript, and Sass.

Application also has a live data feed that is processed as new data is received to keep game information up to date.



## Aviation Awarneys (marketing site)

**Roles:** Front + back-end developer

**Project goal:** Integrate marketing content into existing web application using provided design

Built the HTML/CSS for this responsive site in collaboration with its visual designer. Designer provided design files as PSDs which I converted into functional code using HTML/CSS and Sass.

Implementation of front-end code also required some Django code to integrate marketing content and functionality into the existing product. The code was written to be aware of whether the visitor is logged in or not and can present the content within the appropriate visual context.

Used Sass as an intermediary to create the CSS but all code was hand built to be lightweight.

SVG files were used where possible to reduce load and maintain flexibility. Site is also cross-browser friendly in modern browsers and is functional in IE8.

## Epic Games

**Roles:** Front + back-end developer, project manager

**Project goal:** Implement CMS powered site using provided design and assets

Implement provided visual site design and base markup, setup and integrated the ExpressionEngine content management system.

Collaborated with client to define information architecture, requested feature functionality, integration needs with other client resources, as well as content management expectations and needs.

Assisted client I.T. contact with securing installation of the CMS.

Created custom PHP code to ease content management and enhance the CMS.