Josh Haughton

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PROFESSIONAL SUMMARY

A Frontend Software Engineer with a passion for architecting exceptional user experiences & building secure, user-friendly web applications**.** Leveraging a background in digital marketing and a deep understanding of customer psychology, I specialize in front-end technologies like React, Framer Motion, and CSS. This unique perspective allows me to create interfaces that are not only **performant & accessible,** but also **resonate with users on an emotional level, driving engagement** and **satisfaction.**

WORK EXPERIENCE

Senior Frontend Engineer – Mappedin   **Jan 2024 – Present**
- Directed the implementation of mobile & desktop front-end features across a variety of indoor mapping applications, enhancing indoor venue way-finding experiences for over **75 million user sessions annually** across **30+ locales.**
- Led the development of the internal Component Library using Storybook, **unifying UI elements** and **improving scalability and maintainability** across multiple products.
- Took complete ownership over implementing language localization for the Component Library, supporting 38 locales, **unifying translations into a published internal package**, & ensuring **consistent and accurate translations across all products.**
- Solely implemented a Landmark Directions navigational feature that used a custom algorithm to efficiently gather and score nearby landmarks by **user popularity, distance, and visual line of sight,** to display the **best possible landmark for inclusion** for each instruction, **enhancing user comprehension of navigation turns.**
- Facilitated efficient communication & collaboration with Design, DevOps, and Customer Success teams for seamless execution and client adoption, leading to **smoother product rollouts** & a **60% decrease in initial issue reports.**
- Revamped developer onboarding documentation, solving consistent onboarding issues and **significantly speeding up developer setup and productivity.**
- **Technologies used:** React, TypeScript, MobX, Styled Components, Storybook, Playwright

Frontend Engineer – Mappedin   **June 2022 – Jan 2024**
- Engineered a mobile step-by-step navigation feature, enhancing mobile UX with interactive navigation & progress tracking, **becoming a central selling point** in client acquisitions.
- Leveraged React and Framer-Motion to implement smooth animations and state transitions in the web app, ensuring a **seamless user experience across 15+ UI** states throughout **mobile and desktop platforms.**
- Fixed map-related UI bugs and extended playwright e2e testing to **prevent app regression** as new features were introduced.
- Collaborated with teammates **in an Agile environment** to deliver a variety of custom features with tight deadlines for high profile malls, airports, and premier sporting events.
- **Technologies used:** React, TypeScript, MobX, Framer-Motion, Styled Components, Playwright

Web Development Intern – MoonBeam Trading Company   **March 2022**
- Collaborated with teammates to develop a responsive Next.Js site from scratch for a small business.
- Applied server-side rendering knowledge to optimize SEO, speed up load times, and enhance user experience, resulting in a **40% increase in organic traffic**.
- **Technologies used:** React, Next.Js, Tailwind CSS

Freelance Digital Marketer   **Jan 2021 – March 2022**
- Consulted with businesses to optimize user experiences on landing pages and e-commerce platforms like Shopify, leading to an **average conversion rate increase of 320%.**
- Implemented comprehensive social media ad campaigns and email marketing strategies, driving significant user engagement and revenue growth.

SKILLS

Languages: HTML, CSS, JavaScript, TypeScript
Technologies: React, Next.Js, MobX, Redux, SASS, Styled Components, Node.Js, Jest, Storybook, Playwright
Developer Tools: Git, Webpack, Babel, Docker, Jenkins

EDUCATION

Lighthouse Labs Coding Bootcamp   **Oct 2021 – Jan 2022**
- Acquired comprehensive **knowledge of frontend and backend technologies** through solo and collaborative projects.
- **Technologies used:** React, Javascript, TypeScript, HTML, CSS, Node.Js

Carleton University – B.A. in Psychology   **Sept 2019 – Sept 2021**
- Learned the **customer psychology skills** that allowed me to have a unique consumer-focused perspective when architecting frontend designs.
- Secured a National Championship in varsity basketball; learned **teamwork, resilience, and collaboration skills** needed to **win at competitive levels.**

PROJECTS

Crypto Tracker ([Demo](#))
- A Next.Js app where users can find detailed information and historical chart data on their favourite cryptocurrencies.
- Uses a web worker to efficiently process on demand currency transformations, and implements a fuzzy search algorithm to highlight matched text & to account for search input with user errors.
- **Technologies used:** React, TypeScript, Next.Js w/ App Router, Redux

E-commerce Website ([Demo](#))
- An E-commerce app where users can browse and place orders for vinyl records based on popular album covers.
- **Technologies used:** React, Redux, Typescript, Firebase