MCKENZIE SWEENY

FULL-STACK WEB DEVELOPER

📞 0476 282 563

✉ macsweeny.webdev@gmail.com

📍 Brisbane, Australia

🌐 www.mac-sweeny.dev

EXPERIENCE

Web Development Manager

Wilak Media / Feb 2023 - Present

Wilak Media, a leading marketing consultancy, specializes in scaling brands with a focus on profitability. In my role, I excel in developing comprehensive full-stack e-commerce solutions, encompassing online stores, specialised landing pages, and dynamic web applications. My core responsibilities revolve around optimising conversion rates to their maximum potential, integrating best-in-class SEO practices, and ensuring an exemplary developer experience throughout. Additionally, I actively collaborate with cross-functional teams to drive innovation and streamline workflow processes, further enhancing the efficiency and effectiveness of our digital strategies.

Full-Stack Web Developer

BlockRecipes / June 2023 - Present

Blockrecipes is a startup SAAS developing a real-time API for the Ethereum blockchain. My primary responsibility involved the meticulous conversion of complex Figma wireframes into a fully functional, responsive web interface. I played a pivotal role in integrating real-time blockchain data into the application, ensuring its seamless accessibility to authenticated users. Additionally, I was instrumental in enhancing existing web applications by incorporating advanced features, which significantly improved user engagement and operational efficiency. One of my key achievements was optimizing the user sign-up process, leading to a marked increase in user acquisition and retention rates.

Junior Frontend Developer

Dexioprotocol / May 2021 - March 2022

At Dexioprotocol, an AR gaming company, I played a key role in designing and developing marketing websites for various games. My responsibilities included creating visually appealing layouts and ensuring user-friendly navigation. This role allowed me to hone my skills in front-end development and deepen my understanding of interactive web design.

FRAMEWORKS

- → Typescript / Javascript
- → React
- → Astro
- → NextJS
- → HTML
- → CSS / TailwindCSS
- → Liquid
- → Shopify

SKILLS

- → Headless Shopify Store Development
- → Shopify Theme Development
- → Shopify App Development
- → Conversion Rate Optimisation
- → Landing Page Development
- → SEO
- → A/B Testing
- → Unit Testing

REFERENCES

Tim O'connell

📞 (+61) 433 988 315

✉ tim.oconnell.australia@gmail.com

📍 Sydney, Australia