

Duff Isberg

Software Developer

Front-End Software Engineer with 4 years experience in software development and design. I've worked with many different frameworks, languages and products while freelancing and starting my own web development business. With a proven track record of delivering high-quality projects for diverse clients, I bring a unique blend of technical expertise, entrepreneurial spirit, and strong communication/collaboration skills to foster seamless teamwork and drive project success.



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EXPERIENCE

September 2021 - Present

Avroware

Toronto, ON

Front-End Developer

- Led the end-to-end development, design, and maintenance of websites and web applications for 25+ clients, spanning various industries.
- Employed a tech stack including HTML, CSS, JavaScript, React, and WordPress.
- Founded and operated the business independently, managing Sales, Software Development, Design, and Client Management.
- Integrated plugins, APIs, and other software components to enhance project functionality.
- Served diverse businesses, from a \$150M AUM Asset Management Firm to Medical Technology Startups, Recruitment Firms, Professors, Athletes, and Medical Clinics.

November 2019 - September 2021

Freelance

Toronto, ON

Web Developer

- Responsible for building & maintaining 15+ websites & applications in all industries using HTML, CSS, Javascript, React & Wordpress
- Websites and applications developed routinely scored 100 on SEO, Performance and WCAG Accessibility standards
- Built and maintained 3 e-commerce stores integrating payment processors, analytics, marketing tools, etc.
- Projects consistently resulted in organic traffic increases of 50% or more
- Directed cross-functional teams of Graphic Designers, Developers, Marketing Specialists, etc. to launch each project
- Services provided included DNS management, custom coded projects, SEO, Responsive Web Design, Copywriting, Email Marketing, Hosting & Maintenance, Analytics, etc.

EDUCATION

April 2023

BrainStation

Toronto, ON

Certificate, Product Management

September - December 2022

BrainStation

Toronto, ON

Diploma, UX Design

August 2020

Lighthouse Labs

Toronto, ON

Certificate, Data Science

September 2013 - June 2018

University of Western Ontario

London, ON

Software Engineering

PROJECTS & WORK EXAMPLES

November 2020 - Present

STEL+MAR

Toronto, ON

Developer

- Development Lead for STEL+MAR, attracting 80,000+ visitors.
- Engineered API integrations (JavaScript, modern browser tech) including Dropbox API for B2B Distributor Portal.
- Implemented store locator (HTML, CSS, JS) with CTAs, resulting in 60% more traffic than other pages.
- Orchestrated iterative development with stakeholder input, ensuring alignment with vision and business objectives.
- Designed wireframes, prototypes, and employed A/B testing for user-centric optimization.

March 2021 - August 2023

Axia Real Assets

Toronto, ON

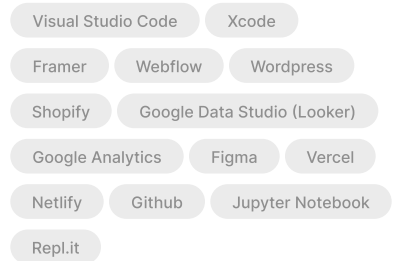
Web Developer

- Led web development for Axia Real Assets, a \$150M AUM asset manager.
- Developed website with modern technologies, garnering 60,000+ visitors and 2,000 on launch day.
- Implemented SEO best practices, driving thousands of organic visitors.
- Optimized homepage for increased scroll-down traffic, achieving 25,000+ views.
- Created Net Lease Fund Portal, collecting 3,500+ visitor emails.
- Collaborated iteratively with stakeholders, ensuring alignment with project objectives.
- Multiple custom developed features (HTML, CSS, Javascript)

SKILLS



SOFTWARE



November 2023

BankNote

Toronto, ON

React Developer

- Engineered BankNote, a React web app with features like a currency converter, news section, and email functionality.
- Integrated two APIs seamlessly using HTML, CSS, JS, React, Axios, and React Router DOM.
- Ensured optimal user experience through the application of front-end technologies.
- Designed and implemented interactive and responsive interfaces, showcasing proficiency in web development.
- Established a robust contact section enabling effective communication via email.

October 2022 - Present

Active Medicine Toronto

Toronto, ON

Web Developer

- Development Lead for Toronto sports medicine clinic website, achieving 15,000 views and 250 subscribers in a year.
- Attracted 2,500 Google visitors through effective SEO practices.
- Directed traffic strategically to Team and Referrals pages, garnering 2,300 visitors and 1,500 appointment requests.
- Developed site in compliance with WCAG 2.0 Accessibility Standards.
- Engaged in iterative design process, incorporating stakeholder, client, and user feedback for a user-centric final product.

December 2022

Voyager

Toronto, ON

React Developer

- Developed and designed Voyager, a React-based search engine utilizing the uSearch API for web, news, and image searches.
- Employed a tech stack comprising HTML, CSS, JavaScript, React, Axios, and React Router DOM for seamless functionality.
- Focused on delivering an efficient and user-friendly search experience by leveraging React's capabilities.
- Utilized Axios for streamlined communication with the uSearch API, ensuring real-time and accurate search results.
- Demonstrated proficiency in front-end technologies and React development to create a responsive and interactive search engine.

More projects and live projects available at duffisberg.com