

# SJ Triffon

## Full-stack Software Engineer

with experience as a UX Designer.

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*"I specialise in creating innovative apps that blend engineering and design."*

## WORK EXPERIENCE

Meiji (Japan's Largest Confectionary & Dairy Company)

### Senior Full-stack Engineer

06/2024 - 04/2025

Tokyo, Japan

- **Drove Meiji's e-commerce stack:** Led a 4-dev squad to ship a Hydrogen-based VIP Shopify store a month early and spin up the R-1 probiotic subscription shop, both fully wired into SSO and enterprise analytics for seamless recurring revenue.
- **Built & scaled revenue engines:** Improved a gut-health survey-to-lab data app that cleared \$300 k in Q1 and re-engineered the AWS coupon backend to auto-scale for 20k+ users growth/day from day one.
- **Optimised microservices & DevOps:** coded and tuned TS/Python/Node services on AWS (S3, DocumentDB, Beanstalk, Amplify, MongoDB), wrapped in e2e tests and a bullet-proof CI/CD pipeline for zero-downtime multi-cloud releases.
- **Bridged tech & business:** Partnered with Japanese execs in both English and business Japanese, keeping feature delivery laser-aligned with revenue targets and approvals lightning-fast.

**Tech used:** Hydrogen React Typescript Node.js Python Express MongoDB TailwindCSS GraphQL AWS Jest Storybook Playwright GitHub Actions

Contracted with Basal.dev  
a Digital Creative Agency

**meiji**

Projects included:

腸内タイプ別パーソナルケア  
**Inner Garden**

健康にアジアを  
**meiji** 株式会社明治

meiji  
免疫チエック

"Tastiness, Enjoyment,  
Health and Reassurance."

<https://www.meiji.co.jp/>

<https://floracheck.meiji.co.jp/>

<https://mpcc.meiji.co.jp/>

<https://igacheck.meiji.co.jp/>

## 🔧 TECHNICAL SKILLS

### Languages & Frameworks

Next.js, React, TypeScript (JavaScript), Angular, Ionic, Svelte, Three.js, WebGL, Shopify, Liquid, Node.js, Python

### Databases, API's & CMS's

PlanetScale, GraphQL, Apollo, MySQL, Postgres, MongoDB, Flask (Python), Hygraph, Sanity, Contentful

### Platforms, Testing & CI/CD

AWS, Google Cloud, Azure, DevOps, GitLab, GitHub Actions, CircleCI, Checkmarx, Jest, Vitest, Playwright, Mock Service Worker, Storybook

### Design, CSS & Animation

Figma, Adobe Suite, Webflow, Shopify, TailwindCSS, MaterialUI, Bootstrap, Styled-components, Sass (SCSS), Anime.js, GSAP, React-Motion

### Tools & Methodologies

Atlassian Suite, Azure's DevOps suite, Agile/Scrum principles vs. Waterfall, Test-driven-development (TDD)



## My Portfolio

<https://portfolio.sjcoded.com>

Australian Defence Force (ADF) Project

### Full-Stack Engineer

03/2023 - 02/2024

Melbourne, VIC, Australia

- Led the front-end of a large greenfield government project working in an agile, multi-disciplinary team with professionals across design, data, front-end, back-end, enablement and client-services.
- Spearheaded the creation of a robust component library, overseeing the review and integration of new components.
- Orchestrated comprehensive documentation, pull requests (PRs), using continuous integration/continuous deployment (CI/CD) processes through DevOps.
- Collaborated closely with designers to review and refine challenging designs, fostering a synergy between design and development teams.
- Handled onboarding new developers and introducing the robust patterns we've used throughout the application.
- Designed testing processes and created tests using Vitest for unit tests and Playwright for End-to-End testing.

**Tech used:** Next.js React Typescript Storybook Node.js TailwindCSS GraphQL Azure DevOps Playwright

Contracted with a  
Digital Creative Agency

**R/GA**

Known for work with:

TOYOTA

Google **NIKE**

"Designing for a more  
human future"

<https://rga.com/>



Required Australian  
Security Clearance

## ★ LANGUAGES

### English

Native Proficiency

### Hebrew

Bilingual Proficiency

### Japanese

Conversational Proficiency

## EDUCATION

### RMIT

Bachelor of Engineering -  
Aerospace Engineering  
2020

Royal Melbourne Institute of Technology

Website: <https://www.rmit.edu.au/>

## ★ SPECIALITY

### Design x Dev

"I specialize in the interface between design and development, quickly identifying complex designs and seamlessly collaborating with designers to reduce development effort."

### Animation

"My expertise lies in crafting a spectrum of animations, ranging from subtle micro-animations to stunning 3D hero moments."

### Scope & Communication

"I translate big-picture goals into clear, buildable tasks—keeping designers, engineers, and stakeholders speaking the same language and locked on the right priorities from kickoff to deployment."

Financial Banking and Credit Fin-tech app

## Lead Front-end Engineer

03/2022 - 01/2023

Remote

- Played a pivotal role in a lean team of 4 developers encompassing both front-end and back-end, innovating together on a greenfield, cross-platform Fin-tech app.
- Developed a comprehensive and fully-extensible component library, ensuring each component is isolated and viewable using Storybook. This initiative promoted modularity and reusability across the application.
- Specialised in animating key hero moments, contributing to an engaging and visually appealing user interface throughout the app.
- Facilitated cross-functional collaboration with the back-end team to seamlessly integrate and deploy advanced financial features, including Buy Now Pay Later (BNPL) functionality and supplementary credit features.

**Tech used:** Angular Ionic Typescript Capacitor Sass (SCSS) Storybook  
Atlassian (Jira, BitBucket, etc...)

Contracted with a  
Digital Creative Agency

**HERO**

Known for work with:

*Coca-Cola*

 **ebay**  
Menulog

"Australia's leading  
independent creative  
agency"

<https://www.thehero.co/>



Deployed a Cross-Platform  
Mobile App

Early Childhood Education Project

## Front-end Engineer

12/2021 - 03/2022

Remote

- Took end-to-end ownership of a flagship landing page for an ed-tech app, collaborating with the designer to convert pixel-perfect mock-ups into live Next.js/React code.
- Elevated the interface with GSAP-driven hero animations, carousels, and scroll reveals, while wiring Contentful CMS to serve locale-specific copy.
- Managed GitHub workflow and Vercel deploys, steering the build from kickoff to launch on a compressed schedule.

**Tech used:** Next.js React Vercel GitHub Actions (CI / CD) GSAP Contentful CMS  
TailwindCSS

Contracted with a  
Digital Creative Agency

**HERO**

Product & Brand:

 **THRIVE  
BY FIVE**

<https://thrivebyfive.com>

Educational Technology Startup

## Full-stack Engineer

09/2021 - 12/2021

Remote

- Led development in a lean 4-dev team, shipping a Chrome extension for an ed-tech startup with React, Node/Express, and MongoDB.
- Embedded a React micro-app inside YouTube, adding an on-page Q&A layer that keeps learners engaged without leaving the video.
- Built the foundation for scale and security—designed the MongoDB schema, wrote Express APIs, and rolled everything out on Heroku with Google OAuth.
- Locked in reliability and insights by automating cross-browser Selenium tests and wiring Firebase analytics for real-time user-behaviour tracking.

**Tech used:** React Google OAuth Firebase Heroku MongoDB Express.js Node.js  
Chrome Extension Selenium Jest

Ed-tech startup

 **ScholarMode**

Innovating on:

 **YouTube**

"YouTube designed  
for learning"



Published a  
Chrome-Extension

## SIDE PROJECTS

### Vyfrost

Indie Game Studio

I also make video-games during my spare time with a small, three-member team comprising an artist, musician, and myself as the lead game developer.

This introduces new ways software can be used to solve problems which keeps my mind fresh and never ceases to blow me away.

We often pursue Game Jams which are competitions where game developers compete on who can make the best game over a weekend.

2022 - Present

Website: <https://vyfrost.com>

### Spitfire

Puzzle Game

Developed a retro cozy puzzle game for LowRezJam 2023, securing 6th place out of 300+ entries.

Overcoming challenges within the confines of a maximum 64x64 pixel-ratio, our team navigated the limitations with ingenuity and precision.

Notably, we successfully crafted a narrative devoid of words, opting to teach players the mechanics organically through gameplay, thereby enhancing the immersive and intuitive nature of the gaming experience.

08 / 2023

Website: <https://vyfrost.itch.io/spitfire>



**Vyfrost's Games**

<https://vyfrost.com>

Sole Contractor Specialising in eCommerce

## Full-stack Engineer

03/2021 - 09/2021

Remote

- Enhanced front-end functionality by integrating back-end features into pages and components, extending APIs, and retrieving data from databases and content management systems (CMS).
- Introduced server-side rendering and other optimization techniques to improve the performance and user experience of web applications for startup clients.

**Tech used:** Next.js React GitHub HTML CSS JavaScript Node.js  
MongoDB Express.js GraphQL Python



Business name:  
**SJ Coded Solutions**

ABN (Australian  
Business Number):  
**34 124 473 720**

Custom Shopify Store Consultant

## Front-end Engineer

11/2019 - 03/2021 Remote

- Developed custom Shopify themes utilizing Liquid, providing unique and tailored visual experiences for eCommerce shops.
- Created and implemented components using React.js, HTML, CSS, and JavaScript, ensuring responsive and user-friendly interfaces for both eCommerce and startup websites.
- Utilized CSS libraries such as Bootstrap to streamline and enhance the development process, maintaining consistency and efficiency.

**Tech used:** React GitHub Liquid (Template Language) HTML CSS  
JavaScript Bootstrap Material UI

## TRANSITION FROM UX DESIGN TO WEB-DEVELOPMENT

UX design is still at the core of everything I build.

Most projects I see thrive when engineers partner with designers - experts blending their creative vision with engineering knowledge, it's the fastest way to find the right approach for each challenge.

## UX Designer

01/2019 - 09/2021 Remote

- Designed low-fidelity to high-fidelity mockups tailored for eCommerce pages, ensuring seamless integration with platforms like Shopify.
- Developed comprehensive Information Architecture diagrams, contributing to the creation of intuitive and user-friendly navigation systems.
- Established and maintained component libraries, ensuring consistency and efficiency in design across applications.
- Applied data-driven approaches, such as A/B testing, website heatmaps, and user surveys, to analyze and optimize user flows for enhanced user experience.
- Collaborated with clients to understand their business goals and user needs, translating insights into effective design solutions.

**Tech used:** Figma After Effects Shopify Webflow HotJar