

Cole Peters

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SUMMARY I am a creative engineer with a combined 15 years of experience in frontend engineering and design for the web. I love collaborating with diverse cross functional teams to build and maintain component driven design systems and user interfaces, while using my deep experience to help others through effective communications and technical leadership.

CORE SKILLS

- Building, iterating on, and maintaining design systems and component libraries
- Implementing responsive, performant, modular, and accessible user interfaces
- Forming strong cross functional workflows and processes with designers and stakeholders
- Collaborating on frontend architecture, code review, and general engineering processes
- Writing and maintaining technical documentation and project artefacts
- Communicating clearly and proactively, between and within disparate audiences
- Problem solving using systems thinking, information architecture, and user research
- Providing technical leadership and mentorship to other frontend engineers and designers

TOOLING

- **React ecosystem** (NextJS, Styled Components, Styled System, React Query, React Router, Redux/Jōtai/Zustand, Radix, Framer Motion, React Testing Library...)
- **Javascript ecosystem** (ES6+, Typescript, NPM, Babel, ESLint, Jest, Ramda...)
- **Semantic and accessible markup** (HTML, Markdown, MDX)
- **Version control and associated pipelines and workflows** (GitHub, GitHub actions)
- **Package management and distribution** (NPM, GithHub packages)
- **Serverless deployment and architecture** (Vercel)
- **Browser based design and prototyping**

EXPERIENCE **Ellii (formerly ESL Library)**
Senior Frontend Engineer
2018–2022/08
Winnipeg, Canada

Ellii is one of the largest independent publishers of printable and interactive materials for teachers of English as a second language and their students.

- Authored and managed the company’s React component library and larger design system, used across the entire product suite, in collaboration with designers and engineers; also created an in house CSS library prior to the move to React
- Lead two large frontend migrations, first from Rails views to React SPAs backed by Rails controllers and APIs, then to Vercel and NextJS
- Provided technical leadership to the frontend team and lead frontend code reviews
- Lead frontend development of critical and complex products and features
- Acted as cross functional team lead on multiple critical product and feature cycles
- Engaged in user research and testing to guide product planning and execution
- Wrote internal documentation and managed my team’s kanban board
- Wrote onboarding materials for new engineering and design hires
- Implemented unit tests and managed the frontend’s CI/CD pipeline

Antidote (formerly TrialReach)

London, UK

Antidote is a startup working to connect patients and medical researchers. I began my work with them as their lead designer but also contributed to production code. During the rebrand, I transitioned to full time engineering to go deeper on the coding side of my work.

As a Frontend Engineer, 2016–2018:

- Lead the frontend team's work on rebranding the company's component library and the entire product suite
- Collaborated with the design team to iterate and expand on the new design language provided by an external agency brief
- Implemented user interfaces in React across the product suite (B2B and B2C)
- Improved my core frontend skills, working closely with the frontend team lead

As the Lead Designer, 2014–2016:

- Redefined the company's brand identity and design strategy, which was cited as a key factor in securing a \$13.5M funding round
- Designed and engineered the company's first design system using atomic CSS, HTML templates, and Javascript
- Designed and implemented production user interfaces across the product suite
- Collaborated with the Director of User Experience on user research and user testing
- Directed external design partners

Future Workshops

Interface Designer

2013–2014

London, UK

At Future Workshops, a mobile application development firm, I designed user interfaces for iOS applications (iPhone, iPad). Having only designed for the web previously, I learned to execute designs in line with Apple's Human Interface Guidelines, both before and after Apple's dramatic shift in design language with the release of iOS 7.

Burdocks

Partner and Designer

2012–2013

Winnipeg, Canada

I co-founded Burdocks, a graphic and web design and development firm, in 2012. Our largest project was a long-term contract for the Winnipeg Architecture Foundation, a local non profit offering free architectural education in the Winnipeg community.

We developed a comprehensive brand identity for the WAF, and designed and developed the frontend of a WordPress driven website cataloguing their research, events, exhibits, and merchandise. The website and brand identity are still in use today.

INTERESTS

Outside of office hours, I maintain a successful multidisciplinary arts practice, in which I invest the bulk of my free time. When I'm not working on art, I enjoy reading, cooking, writing the odd blog post on engineering and design, and going for long, ambling walks.