

Work History

Thinkerbell

July '26 > September '26

Senior Full-stack Developer - Contract

I built two projects for **Australia Post**: an AR treasure hunt app that gave away 20 x \$100 gift vouchers to spend at the **Making Moves Market** in Melbourne, and a promotional landing page for their **Locker Land** event. The app used **MindAR** to track an out-of-home (OOH) poster and trigger **Three.js** animations and scenes. I used **Supabase** as the backend database to read and write daily voucher claims, capped at five per day. All 20 vouchers were claimed over the four days leading up to the market. The **Locker Land** page promoted Australia Post's parcel lockers and was presented at a launch event in Melbourne.

Today

Jun '26 > August '26

Senior Full-stack Developer - Contract

I completed two projects: a site for the **Cairns Indigenous Arts Fair (CIAF)** and one for **Mind Australia**. For **CIAF**, I rebuilt the site from the ground up to a new brand and design, to promote the 2026 fair. For **Mind Australia**, I rebuilt the homepage and a **Lived Experience** page in a **Next.js/React**, **TypeScript** and **Tailwind** codebase. Most of the site still runs on their existing Drupal platform, so Next.js routes requests for those pages through to Drupal. I used **web components** to inject the new header and footer into Drupal and updated its CSS to match the new design, so the two platforms look like one site while the remaining pages are migrated over time. Both new builds use **Payload CMS** on the back end for all content, articles and news.

Dijigital

Oct '25 > Feb '26

Senior Frontend Developer - Contract

Since October last year, I have been contracting on a dual project for Digital's client Linde/Baoli. The project involved re-platforming two sites (<https://lindemh.com.au> and <https://baoliforklifts.com.au>) from their current **Sitecore** platform to a new **Next.js/React** platform. As both sites shared common modules and components with slight styling and theme differences, we created a monorepo for both apps that used a single design-system directory (**Storybook**). By leveraging **Vanilla Extract CSS**, we were able to create brand-specific styles using "variants" within the same CSS class, which accelerated the process of building out two websites by approximately 50%.

Pidgeon & Ward

Aug '25 > May '26

Senior Frontend Developer - Freelance

I built the front-end for the **MusiMap.ai** demo platform, which analyses music with AI and produces analytics on style, genre, BPM, tempo, suggested songs, and more in a dashboard interface. The client handled the backend and APIs for analysing the music, and I worked closely with the CTO to create a performant and fast front-end experience. I built this using Next.js/React with TypeScript, Storybook and MobX.

Work History

ACER - Australian Council for Educational Research

Jan '25 > Jun '25

Senior Frontend Developer - Contract

In January, I was contracted to help build out the new front-end of the ACER *Preschool Outcomes Measures* tool, an educational platform used by teachers to assess children in the classroom. The project involved a complete redesign, and I was part of a small design, UX, and development team. The app was built using **Svelte** with **Web Components**, and we developed primarily inside a **Storybook** environment. This allowed us to build out the components, pages, and all the UI states while the backend team built out the APIs. There was high priority placed on making the app accessible to schools in remote communities where internet speeds are spotty, so we focused on lean bundle sizes with **Vite** as our bundler, and on selectively generating static pages where possible.

Thinkerbell

Oct '24 > Nov '24

Full-Stack Developer - Freelance

During a busy two-month period, I led the development of three major full-stack projects: **Kayo** (The Kayo Sports Call-Up!), **Open Universities Australia** (Online Study Compare), and **The Pennington Institute** (Regulate It!). These projects showcased my dedication to producing pixel-perfect UIs, animations, and capturing large amounts of user data via form submissions. I opted to use **Astro** as the web framework so we could sprinkle in small pieces of **React** UI as needed, without going all in from the start. I implemented **Google Firebase** for the backend, which also provided the ability to use cloud functions to generate database exports for the client. The standout project was the **Kayo** site - a quick turnaround project that needed to capture a large number of competition entries alongside a fun and animated UX.

Gigabuddy

Nov '22 > Aug '24

Senior Frontend Developer - Full-time

Gigabuddy is a start-up that initially created the **nftDb** project, where I was part of a three-person dev team working on **nftdb.ai**, **dropbeast.xyz**, and **databeast.xyz**. These sites were developed during the NFT boom but unfortunately the bubble burst soon after we launched them. NftDb was essentially like a Leonardo.ai tool where you could filter and search for NFT artwork with extreme precision, using **Marqo** for vector search capabilities. The technology used was **React/Next.JS**, **GraphQL** and **Storybook**. DataBeast was a stand-out project for me because it involved transforming large amounts of NFT data into a beautiful UI with graphs and charts, filterable tables, and dark/light mode.

ABC

Apr '22 > Nov '22

Senior Frontend Developer - Full-time

As a member of the ABC News Digital team I refactored the abc.net.au/news page layout. The mobile layout had a different ordering of components compared to the desktop version, and there were duplicate components being rendered to achieve this complex ordering. I introduced **CSS Grid**, which allowed us to position a single component in different 'slots' of a grid for different breakpoints. This optimisation reduced the amount of code and bundle size, resulting in a significantly smoother and more responsive experience. I also implemented dark mode styles for the 2022 national election pages across both web and mobile app platforms. Additionally, I had the notable opportunity to work on the front-page coverage of Queen Elizabeth II's passing. The tech stack used was **React/Next.JS**, **Storybook** and **GraphQL**.

Dallas Gale.



Who

Thinkerbell
Australia Post - Locker Land

What

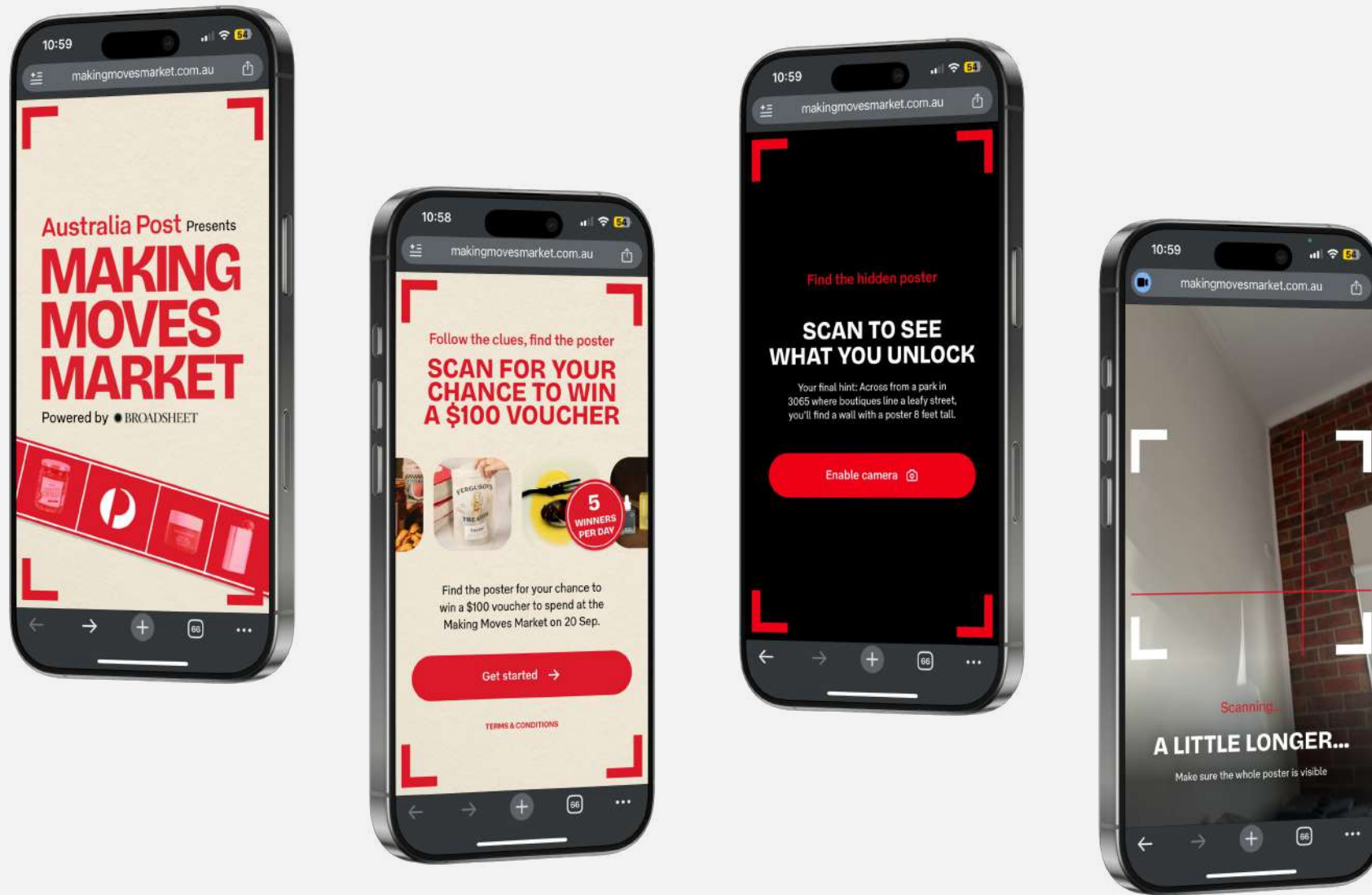
Promotional landing page with page scroll animations and interactive mailbox UI.

Tech

Next / React / Framer Motion / TypeScript

URL

www.lockerland.com.au



Who

Thinkerbell
Australia Post - Making Moves Market

What

AR voucher claim web app to promote the market by giving away 20 x \$100 vouchers if you find and scan the the OOH poster in Melbourne CBD.

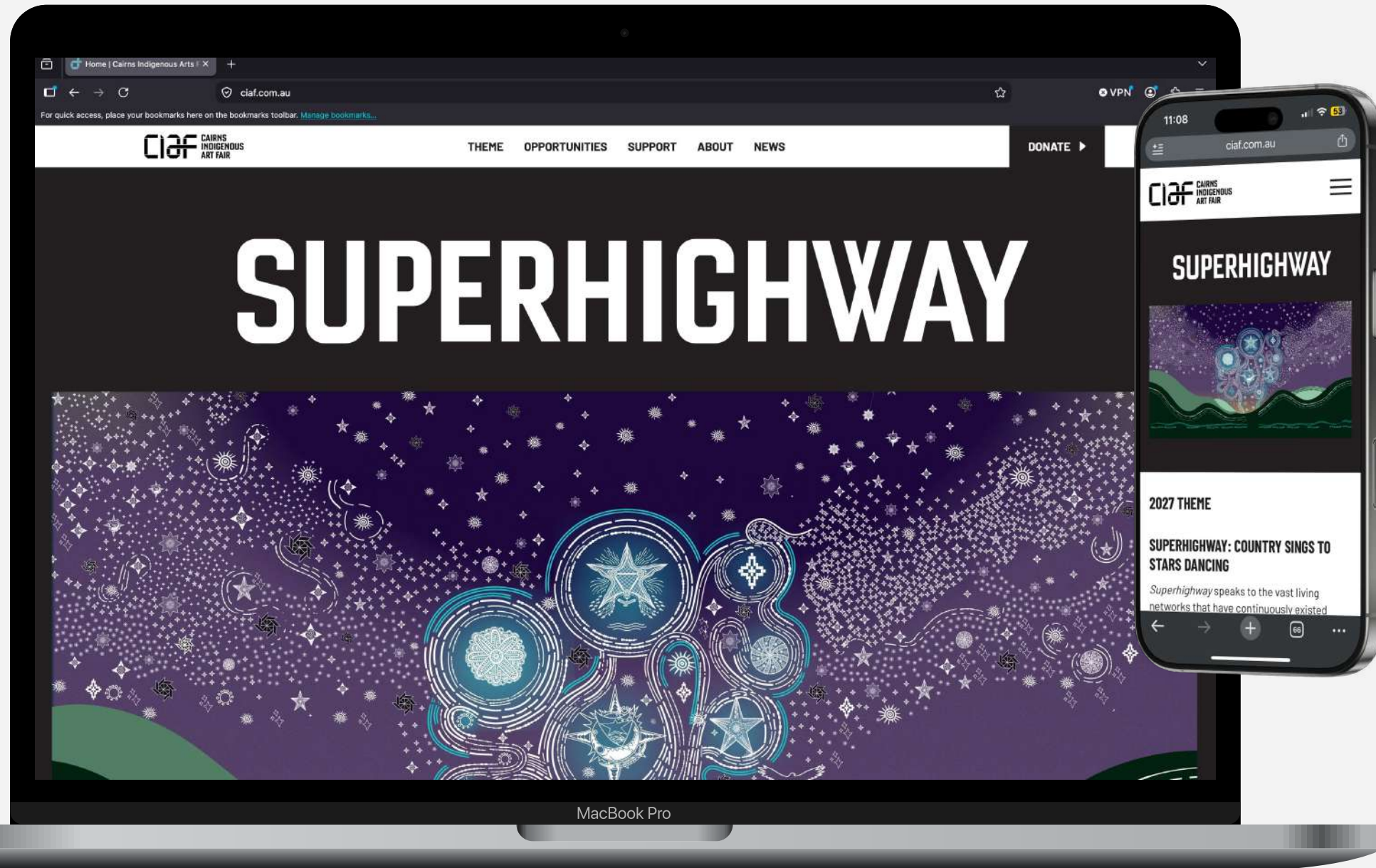
Tech

Next / React / Framer Motion / TypeScript
MindAR / Supabase

URL

www.makingmovesmarket.com.au

Dallas Gale.



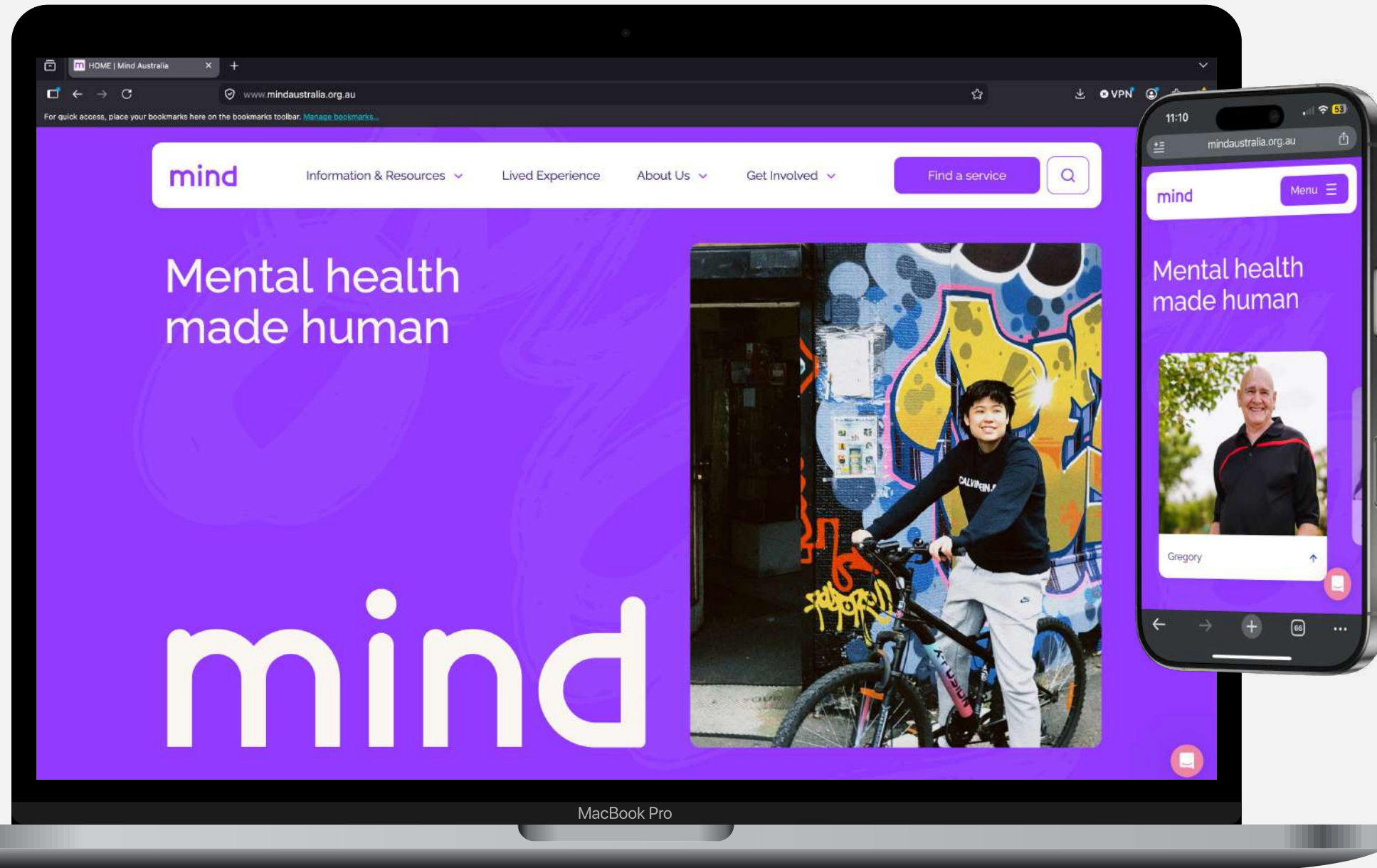
Who
Today
CIAF - Cairns Indigenous Arts Fair

What
CMS managed full stack rebuild with
page scroll animations and transitions.

Tech
Next / React / Payload CMS / Framer Motion
TypeScript

URL
www.ciaf.com.au

Dallas Gale.



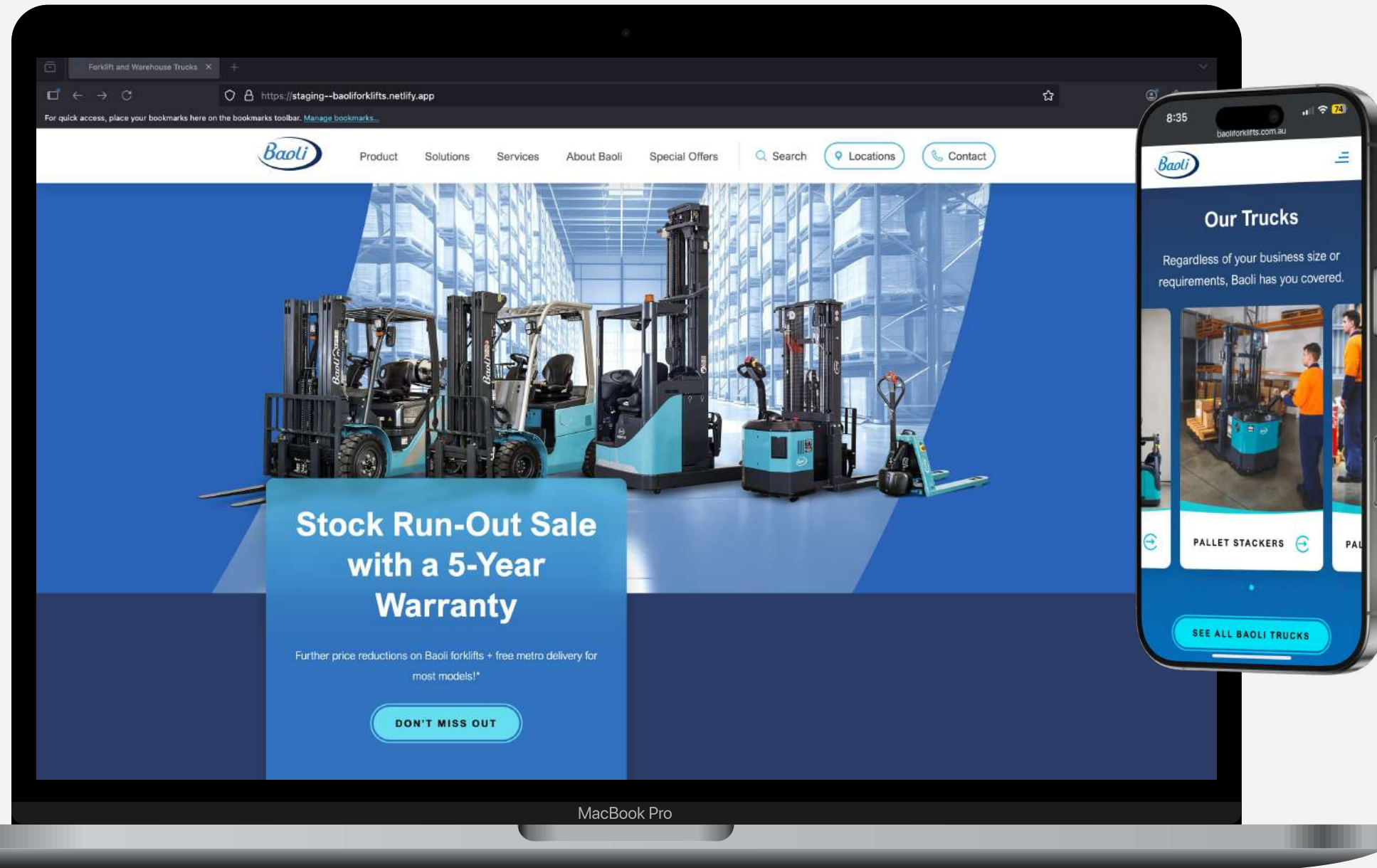
Who
Today
Mind Australia

What
CMS managed full stack rebuild with
page scroll animations and transitions.

Tech
Next / React / Payload CMS / TypeScript
Framer Motion

URL
www.mindaustralia.org.au

Dallas Gale.



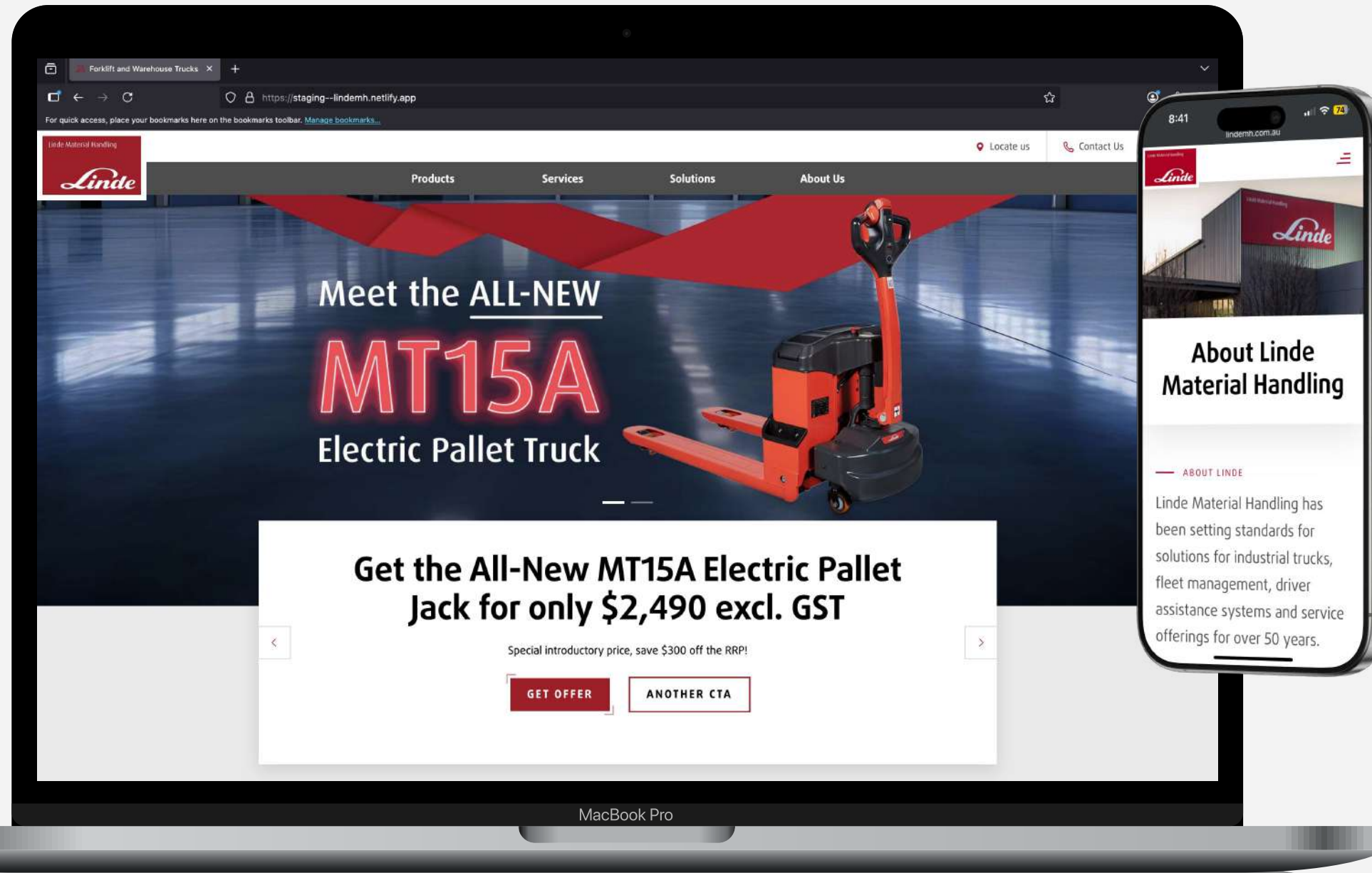
Who
Dijgtal
Baoli Forklifts client

What
CMS managed full stack re-build and
design system library.

Tech
Next / React / TypeScript / Vanilla Extract
Sanity.io / Storybook / Monorepo

URL
www.baoliforklifts.com.au

Dallas Gale.



Who
Dijgital
Linde Forklifts client

What
CMS managed full stack re-build and
design system library.

Tech
Next / React / TypeScript / Vanilla Extract
Sanity.io / Storybook / Monorepo

URL
www.lindemh.com.au

Dallas Gale.



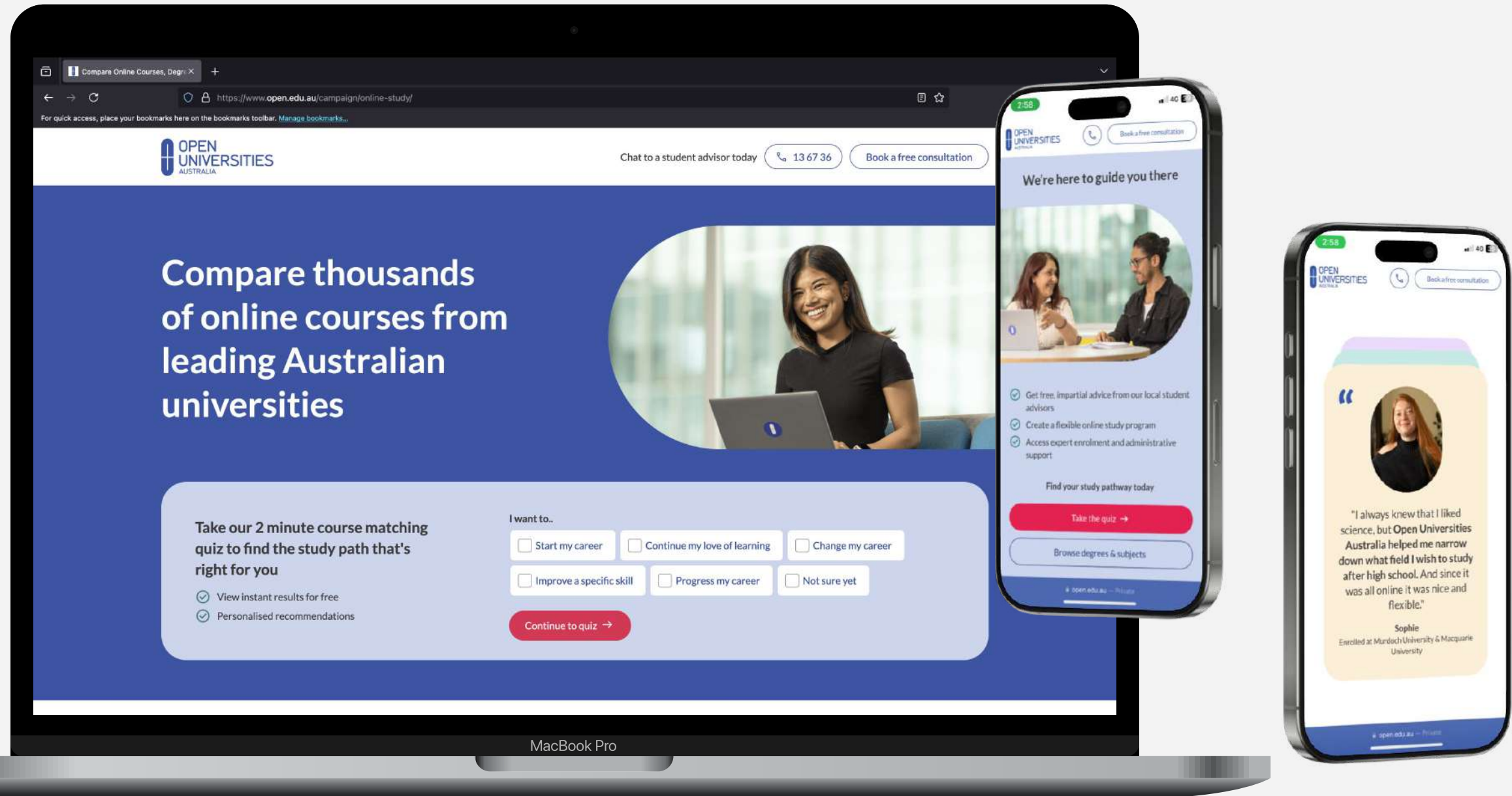
Who
Thinkerbell
Kayo

What
Full-stack, two-page responsive promotional site with competition form submission.

Tech
Astro / React / Google Firebase

URL
kayo-dallasgale1s-projects.vercel.app
* thekayocallup.kayosports.com.au is decommissioned

Dallas Gale.

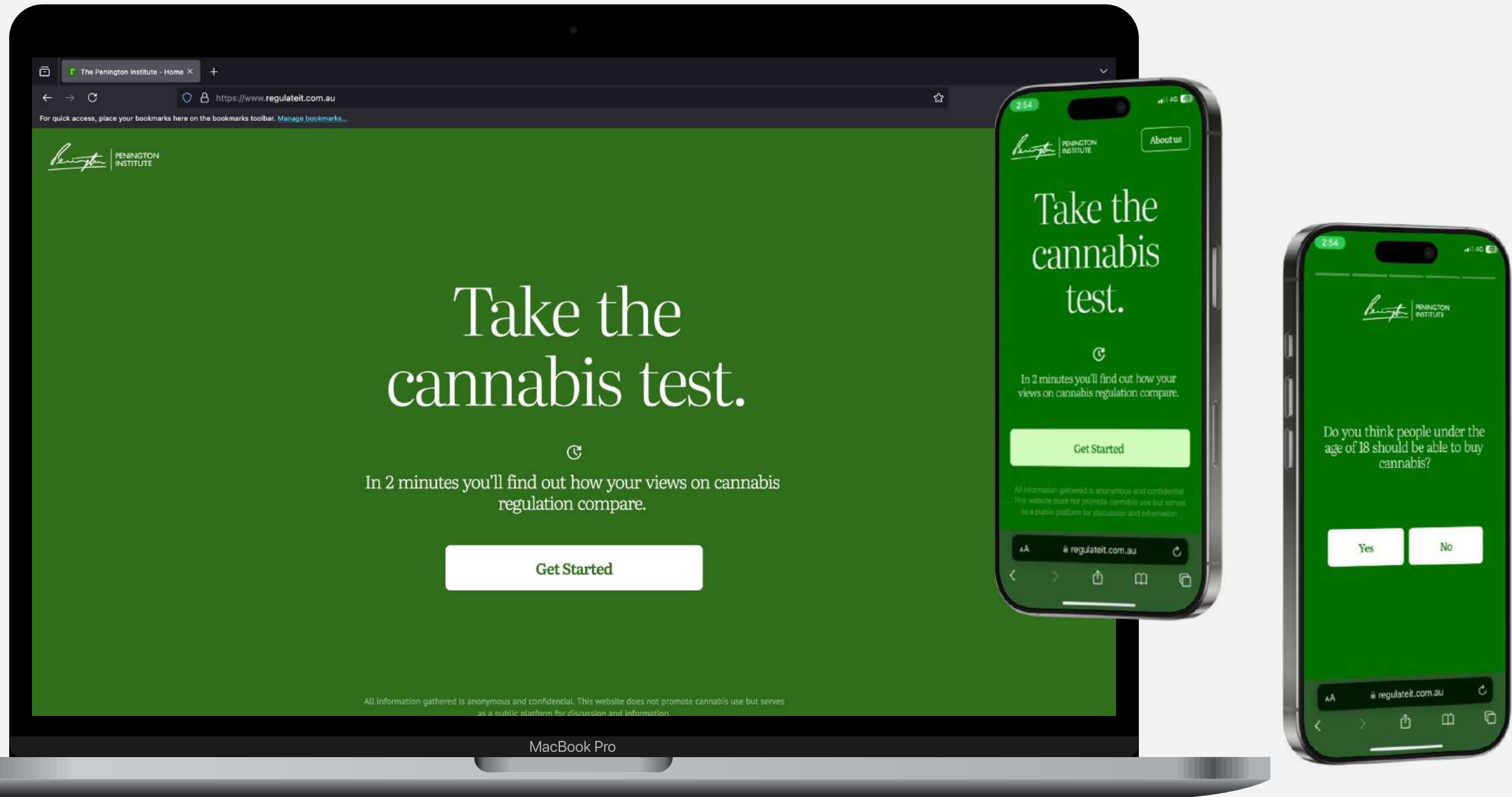


Who
Thinkerbell
Open Universities Australia

What
Full-stack single page course
campaign landing page with parallax
on scroll.

Tech
Astro / React / TypeScript

URL
open.edu.au/campaign/online-study



Who
Thinkerbell
Penington Institute

What
Full-stack, multi-question quiz platform with postcode submission to retrieve quiz results.

Tech
Astro / React / TypeScript / Google Firebase

URL
penington-cannabis-quiz.vercel.app
* regulateit.com.au is decommissioned.

Skills & Tools

Languages

- HTML
- CSS/SCSS
- JavaScript
- TypeScript
- Ruby

Libraries

- React
- jQuery
- GSAP

CSS Frameworks

- Vanilla Extract
- Tailwind

UI Frameworks

- Framer Motion
- Mantine
- Shoelace

Frameworks

- NextJS
- Astro
- Svelte
- WordPress
- Gatsby
- Rails
- Express

Testing

- Storybook UI
- Storybook Integration
- Vite
- React Testing Library

Headless CMS

- Sanity.io
- Payload
- Contentful
- Dato

Design

- Figma
- Adobe Photoshop
- Adobe Illustrator

Cloud Services

- Google Firebase/
Firestore
- Chromatic
- Vercel

AI Agents

- Claude Code

Education



Swinburne University of Technology, Melbourne

Diploma, Graphic Design 2009 - 2011

Thank you for considering my application.

A handwritten signature in black ink that reads "Dallas".