

Kenneth Sundqvist Frontend Web Developer

Résumé

Location: Stockholm, Sweden

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Profile

Frontend web developer with UX, conversion optimization, and agile leadership skills.

Has been working with frontend professionally since 2007 and have had it as a hobby since 1997.

Product and service oriented problem solver who does what's needed to create the best experience for both the customers and his coworkers.

Skills

- **JavaScript**
 - Node.js
 - Angular
 - React, Redux
 - Backbone, Underscore
 - Modular code
 - Testing
- **CSS**
 - OOCSS, BEM, etc.
 - Sass, Less, PostCSS, etc.
- **Responsive design**
- **Performance optimization**
- **Code quality and build tools**
- **Agile leadership**
 - 7+ years of Scrum Master experience
- **Google Cloud Platform**
- **Firebase**
- **Conversion optimization**
 - A/B testing
 - Google Analytics

Professional experience

iProspect

Freelance, January 2017 – Present

I'm working as a Conversion Rate Optimization (CRO) specialist and I've done work for Vattenfall, Electrolux, XXL and ATEA.

My work focuses on analysing the current user behaviour, forming hypotheses about how we can change that behaviour, designing and implementing the experiments, and analysing the results.

Because of my 20 years of experience in frontend development I'm able to do more advanced implementations, or just do them faster, than most other CRO specialists.

I've worked both as an integrated part of Vattenfall's digital optimization team since January 2017, and in a more detached role for other clients in shorter projects.

The primary tools I've used are Visual Website Optimizer (VWO) and AB Tasty for A/B testing and Google Analytics for analysing user behaviour.

Isobar

Freelance, September 2016 – Present

I'm working as a frontend developer on various types of advertising projects, such as smaller websites and dynamic banners, and tools and templates to make this development easier.

The dynamic banners are responsive websites that fetch their content from APIs and are served programmatically using DoubleClick.

Brands that I've worked with include Huawei, Procter & Gamble, Kia, Betsson and Nordicbet.

DigiExam

June 2014 – September 2016, 2 years 3 months

I was responsible for leading the frontend work and mentoring the junior developers.

I'm most proud of my work with company culture and mentoring people to think beyond their primary roles.

- Worked on two Web Apps, one that ran in browsers and one that ran as a Chromebook App, iPad WebView and Electron App, both implemented using AngularJS 1 and SassCSS.
- Created JavaScript/AngularJS and SassCSS components that were used in multiple products, and educated my coworkers in component oriented design patterns.
- Mentored the junior developers to think as product and service people and not just as programmers.
- Lead much of the agile process and worked as a Scrum Master.
- Introduced documentation, testing, meetings and culture processes to the company.
- Created and implemented the initial onboarding process for new employees.
- Started a library where the employees shared their own books.

King

May 2012 – March 2014, 1 year 11 months

I worked in the website team (king.com and royalgames.com) and later in the internal tools team.

In the website team I was one of two people who lead the frontend work. I focused specifically on modernizing the CSS architecture using Object Oriented CSS principles and educating my coworkers in component oriented design patterns.

In the internal tools team I built a frontend components library using BackboneJS, Twitter Bootstrap and LessCSS that was used in most of the tools, and I did the design and user experience work.

Some of the internal tools that I was part of building was for:

- Managing translations and external translation orders
- URL shortening and routing based on the device visiting the URL
- Finding and downloading mobile game test builds
- Gallery viewer for an asset repository, to make it easier to find the assets

Mobiletech

February 2011 – March 2012, 1 year 1 month

I was part of a team doing responsive design research at the time when the concept of responsive design was first popularized and there were still major technical limitations.

The company had a long background of working with the pre-smartphone mobile web and our team's mission was to research how we could adapt our platform to handle both the modern smartphones and the longtail pre-smartphone devices.

- Combined responsive design with server-side device detection using WURFL.
- Created web components that adapted themselves server-side based on device capabilities.
- Researched dynamic image sources and scaling before the *picture* element, *srcset* attribute and *Client Hints* were available.
- Implemented and debugged websites on pre-smartphone devices.

Web Guide Partner

December 2007 – February 2011, 3 years 3 months

I was part of several Scrum teams who developed and maintained several large online guides and review sites, mainly focusing on SEO and conversion.

This was my first job as a frontend developer but I was already quite proficient when I started as I had 10 years of hobby experience.

- Adapted designs to work with multiple languages.
- Localized website content depending on the IP address of the user.
- Worked with the technical side of SEO.
- Did many A/B and multivariate tests, and was generally conversion focused.
- Was part of creating an inhouse CSS pre-processor, before SassCSS and other pre-processors became popular.
- Was a Scrum Master.

Education

I'm a self-educated developer and designer.

I wasn't a big fan of how the Swedish school worked—most teachers could not or would not explain why we needed to learn the things they taught us—so after high school I focused on learning front-end web development and design on my own instead of pursuing any further institutionalized schooling.

Email me at eviloatmeal@gmail.com or view my code on github.com/eviloatmeal.