

# Pascal Balthrop

Web developer and designer  
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View this resume online: <https://pascal.com/dev>

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## About me

I'm a full-stack web developer and technical lead with a focus on user interface design and development. I love to drive projects from concept to completion, and I'm passionate about building beautiful, intuitive, and functional user experiences.

I have a strong eye for the details that make a great product: performance, ease of use, accessibility, color, layout, well-written copy, and typography. I strive to understand the needs of the end user and let empathy guide my design and development. I'm a strong believer in the power of user research, learning by doing, and continuous iteration to improve a product.

I enjoy taking on larger problems and breaking them down into smaller ones, separating and simplifying responsibilities, and translating those ideas into a modular component architecture to build scalable and maintainable applications.

## Skills

Javascript, React, Redux, CSS, Sass/Less, SVG, SvelteKit, Node, Typescript, UI testing, workflow automation, accessibility, responsive design, user interface design, copy-writing, typography, illustration

## Recent experience

**Broadly** · February 2019 to present

- Developed a suite of desktop and mobile applications to help small businesses manage their customers, garner positive reviews, and generate new business.
- Implemented a design system of modular React components to enable myself and my team to quickly deliver new features.
- Developed a server-rendered invoicing application in SvelteKit, allowing end customers to quickly pay an invoice without having to download a large javascript bundle.
- Helped design the user experience for new features, wire-framing various user workflows, building prototypes, and writing copy.
- Conducted unit and integration testing to ensure code quality and prevent functional and visual regressions.
- Provided mentorship and pair programming opportunities for junior developers, helping to develop their skills and guide them to more efficient workflows.

## Past experience

**about.me** · 2010 to 2019

Developed a platform for users to create a personal profile page, allowing them to share their interests, skills, and accomplishments with others. Acquired by Broadly in February 2019.

**Sphere** · 2008 to 2010

Worked on various javascript-based interfaces and delivery mechanisms for this related-content platform.

**Freelance** · 2001 to 2008

Designed and developed websites and web application prototypes for various freelance clients, including the companion website for Al Gore's book, *An Inconvenient Truth*, and several NYC-based photographers, artists, and design agencies.

**Sapient** · 1999 to 2001

Worked with multidisciplinary teams to develop web applications for various Fortune 500 clients.

**Adjacency** · 1996 to 1999

Worked as a lead frontend developer on websites for several high-profile clients, including Apple, Adobe, Land Rover, Motorola, Rollerblade, Specialized, Patagonia, and others. At Apple, I worked on-site to help develop the original Apple Store. Along with two of my Adjacency colleagues, I co-authored *Creating Killer Interactive Websites* (Hayden Books, 1997). I'm still riding the Specialized bike I got as part of our "cool stuff clause."

**Woodland Marketing** · 1995 to 1996

Worked on print and web materials for Kraft Foods and Oscar Mayer. Created an animated character called the World Wide Weiner. Never got to drive the Weinermobile, though.

**Kinkos** · 1993 to 1995

Making copies, designing resumes.  
Oh god, I'm right back where I started.

**Education** · 1990 to 1993

Studied Graphic Communication at the University of Southern Mississippi. Studied English at the University of Wales, Swansea.

## Seeking a new opportunity

I'm looking for a challenging role where I can join or help grow a small team of designers and developers to build something great, at a remote-friendly company that values collaboration, creativity, and craftsmanship.