

CONTACT

Brisbane, QLD
0412 070 560
jasonmitchellwebdeveloper@gmail.com
linkedin.com/in/json-mitchell
github.com/jasonmitchell42

SKILLS

Languages

HTML5, CSS / Sass (Grid, Flexbox),
JavaScript, PHP, Liquid

CMS & Ecommerce

WordPress (custom themes, headless,
WP Engine), Payload CMS, HubSpot,
Shopify, BigCommerce (Stencil), AEM

Frameworks

React, Astro.js, Bootstrap

Tools & Practices

Git (Bitbucket), GA4 & Tag Manager, SEO,
WCAG accessibility, cross-browser
testing, API integration, Figma to build
workflows

EDUCATION

Software Development Diploma

Computer Power Institute, Christchurch
NZ

Photography Diploma

The Photography Institute (incl. Adobe
Creative Suite)

Ongoing

React, modern JavaScript and headless
WordPress coursework (Udemy)

JASON MITCHELL

Front-End Developer · WordPress · Shopify · Payload · React & Astro

PROFILE

Front-end developer with 12+ years building websites for digital agencies and enterprise brands, turning design specifications into pixel-accurate, accessible interfaces. Specialist in custom CMS and ecommerce development across WordPress, Shopify, BigCommerce, Payload CMS and HubSpot, with recent experience writing TypeScript across React, Astro.js and Payload CMS, leading an offshore team, and migrating Budget Direct's brands to Astro.js. Comfortable owning work from client requirements through to delivery, with WCAG accessibility and cross-browser testing treated as standard practice.

EXPERIENCE

Web Developer | BFJ Digital (agency)

Brisbane · Mar 2026 – Aug 2026

- Built internal tooling ("Lobster") that takes a Figma design through to a fully built site in WordPress, Payload or HubSpot.
- Delivered client websites for Guide Dogs Australia, Endeavour Foundation and Fitzpatricks Real Estate across WordPress (WP Engine), HubSpot, Payload CMS and Shopify, working from component style guides through to launch.
- Worked in TypeScript across Payload CMS and React front ends, maintaining consistency with client-provided component libraries.
- Led a team of four offshore developers, introducing git-based delivery procedures as the single source of truth across all projects.

Digital Developer | Auto & General (Budget Direct)

Brisbane (hybrid) · Oct 2022 – Feb 2026

- Core team member migrating Budget Direct and its sister brands to a new Astro.js framework, writing TypeScript components and working with stakeholders on framework and workflow design.
- Built and maintained enterprise AEM websites: promotional landing pages, competition and lead-capture forms and compliance-driven content updates, delivered to strict deadlines within regulated-industry compliance guidelines.
- Applied WCAG accessibility and cross-browser testing standards across all brochureware and campaign builds.

Web Developer | Online Visions (agency)

Remote · Oct 2020 – Oct 2022

- Built and maintained BigCommerce (Stencil) and WordPress websites for a portfolio of agency clients, from build through to launch and ongoing support.
- Acted as direct client contact for support and enhancement requests: scoping, delivering and documenting.
- Implemented GA4 with event tracking and Google Tag Manager to monitor UI performance and user behaviour across client sites.

Web Developer (contracts) | Glass & Co; Corrs Chambers Westgarth

Brisbane CBD · Nov 2019 – Oct 2020

- Built app layouts for The Coffee Club app using Bootstrap and produced EDM campaigns (Glass & Co).
- Built automated document templates with JSReports and JavaScript for a top-tier law firm (Corrs).

Front-End Developer | Stead Lane (agency)

Brisbane · Oct – Dec 2018

- Delivered bespoke enhancements to client Shopify themes using HTML, Sass and Liquid, working alongside designers and developers.

Freelance Web Developer

Brisbane · 2018 – present (part-time)

- Build headless WordPress applications with the REST API and React for clients including ActionCoach business coaches.

Web Developer | PropertySuite

Banyo, QLD · Jun 2012 – Oct 2018

- Developed and maintained real estate websites and web applications for a large client base using HTML5, Sass and JavaScript/jQuery, plus PHP templates for print media.
- Ran client requirements discussions, devised SEO strategies and applied WCAG standards.