



# SCOTT SUTHERLAND

## CONTACT

P: [647-339-9475](tel:647-339-9475)

E: [scott@webcheddar.ca](mailto:scott@webcheddar.ca)

W: [scottsutherland.info](http://scottsutherland.info)

## PROFESSIONAL SKILLS

### Languages & Frameworks:

HTML5

CSS3

JavaScript (ES6+)

React/Next.js

Node.js (basic)

PHP

Python (basic)

SQL (basic)

Supabase

Firebase

### Frontend & Performance:

Responsive Design

CSS Grid/Flexbox

Core Web Vitals

Page Speed Optimization

Accessibility Fundamentals

WCAG Compliance

RESTful APIs & Data Integration

### CMS & Platforms:

WordPress (custom builds, plugin reduction, theme optimization, ACF)

Shopify and WooCommerce

AWS (basic), Vercel, Netlify

### Tools & SEO:

Git

AI Integration (OpenAI/Gemini APIs)

Google Tag Manager

Google Ads/AdSense

Google Analytics

Zapier, Zoho, Keap, aHrefs

### Design & Media:

Adobe Photoshop

After Effects

Illustrator (basic)

Sony Vegas

## PROFESSIONAL SUMMARY

Self-taught Front-End Developer based in Toronto with 5+ years of hands-on experience building, optimizing, and maintaining high-performance websites. Strong focus on HTML, CSS, JavaScript, React, Next.js, and WordPress performance optimization and accessibility. Proven ability to refactor bloated systems, improve page speed, and deliver responsive, scalable, security-conscious solutions. Experienced at working with SEO, analytics, and modern dev tools.

Comfortable working independently or on small teams. Front-End Developer specializing in performance optimization and scalable web solutions.

## WORK EXPERIENCE

### Developer

Yopie Internet Marketing | Jan 2020 – Present

- Developed and maintained multiple client websites, primarily using WordPress
- Optimized site performance by removing heavy frameworks and excess plugins
- Improved Core Web Vitals scores from ~15–20 to 90–95 on client sites
- Rebuilt legacy WordPress sites using HTML, CSS, JS, and PHP for maximum speed
- Reduced plugin usage from 30–38 plugins down to under 10
- Implemented fully responsive layouts using CSS Grid and Flexbox
- Worked with SEO tools, analytics, and ad platforms (Google Ads, GTM, Microsoft Ads)
- Collaborated with developers and marketing teams in a production environment
- Applied UI/UX best practices to improve usability, clarity, and conversion-focused layouts
- Refined layouts, spacing, typography, and interaction patterns to enhance user experience while optimizing performance

Integrated third-party REST APIs into React and Next.js applications to deliver dynamic, real-time content

### Owner / Developer

Web Cheddar Web Solutions | Feb 2019 – Present

- Founded and operated a freelance web development business
- Built and customized client websites using HTML, CSS, JavaScript, React, Next.js, PHP, and Bootstrap
- Delivered multiple design variations to clients to streamline approvals
- Maintained long-term client relationships for updates and enhancements
- Recognized for strong communication, reliability, and clean deliverables
- Gained real-world experience managing projects end-to-end
- Earned repeat business through strong communication, reliability, and performance-focused builds
- Incorporated UI/UX principles into client websites to ensure intuitive navigation and responsive user experiences
- Integrated third-party REST APIs into React and Next.js applications to deliver dynamic, real-time content

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## General Manager

The Beverage Group | Jan 2008 - May 2020

- Directed daily operations for a 3-floor high-volume venue (including rooftop patio), supervising a diverse team of 60–80 staff members, including management, front-of-house, and security.
- Managed payroll and scheduling while maintaining strict labour cost targets to ensure profitability and operational efficiency.
- Oversaw all POS and liquor control systems, including the underlying network infrastructure; implemented data backup solutions and performed on-the-fly hardware/software troubleshooting.
- Acted as the internal webmaster for the venue's website and used Adobe After Effects to produce high-quality in-house marketing videos.
- Cultivated relationships with corporate clients to plan, host, and execute large-scale events, ensuring high standards of service and professional delivery.

## CERTIFICATIONS AND TRAINING

### Google Cybersecurity Professional Certificate

- Google Security fundamentals, network defense, secure systems, threat analysis, and incident response

### Zero To Mastery Academy

- Complete Web Developer (HTML, CSS, JavaScript, Git, APIs)
- Junior to Senior Developer (system design fundamentals, best practices)
- Advanced JavaScript (ES6+, async, performance, clean code)
- Complete React Developer (React, hooks, state management)

### Brampton Flight Center

- Commercial Pilot Program

## Additional Experience & Strengths

- Strong understanding of web performance, accessibility, maintainability, and clean code practices
- Comfortable learning new tools, frameworks, and workflows quickly
- Background in hardware, networking, and troubleshooting
- Comfortable following strict guidelines and producing consistent, high-quality outputs
- Continuous learner with a background in both development and digital marketing

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