

PROFESSIONAL SKILLS PROFILE

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Digital • IT • Web Development • Education • AI • Creative

Nelson, New Zealand | lookoutdigital.co.nz | portfolio.sculptingtheweb.dev

Professional Profile

A multidisciplinary digital and IT professional with a background spanning web development, technical support, adult education, digital design, AI-assisted development and client-facing work. Combines practical technical skills with the ability to explain technology clearly to non-technical people, identify problems, learn new tools independently and turn requirements into practical solutions.

Particular strengths include JavaScript and modern web development, Vue.js, Node.js/Express, REST APIs, authentication, cloud deployment, website creation and maintenance, technical troubleshooting, AI tools, training and communication.

Core Strengths

- Practical problem solving and root-cause analysis
- Learning unfamiliar technologies independently
- Translating technical concepts into plain language
- Combining technical, creative and user-focused thinking
- Building practical solutions rather than purely theoretical knowledge
- Working independently and taking ownership of tasks
- Client and stakeholder communication
- Training, coaching and supporting adult learners
- Using AI tools to accelerate development and improve workflows
- Troubleshooting software, websites, networks and technical systems

Technical Skills

Web Development

- HTML5 and semantic web structure
- CSS3, responsive layouts and UI styling
- JavaScript (modern ES6+ concepts)
- DOM manipulation and event handling
- Forms, validation and user interaction
- Asynchronous JavaScript, Promises and async/await
- Fetch API and working with JSON
- State management and reactive UI concepts
- CRUD-style application development
- Search, filtering, debouncing and interactive interfaces
- Local storage and browser-side data handling

JavaScript / Backend Development

- Node.js
- Express.js
- REST API development and integration
- HTTP methods and request/response handling
- Middleware
- JWT authentication
- Password hashing with bcrypt
- CORS configuration
- Environment variables and dotenv

- Server-side application structure
- Working with asynchronous server operations

Frameworks, Platforms & Services

- Vue.js — substantial practical familiarity
- Supabase
- Cloudflare Pages
- Cloudflare Workers
- Wrangler CLI
- Git and GitHub
- GitHub Copilot
- Claude Code
- Ollama and local AI/LLM tools

Databases & Data

- Working with structured application data
- SQL/database concepts
- Supabase database workflows
- MongoDB concepts and use
- JSON data structures
- Data transformation using JavaScript map/filter/reduce

Websites, Hosting & Digital Systems

- Website creation, maintenance and troubleshooting
- Domain and hosting concepts
- Cloud deployment
- Website performance and technical problem solving
- WordPress and Elementor Pro
- Understanding of CMS-based website workflows
- Responsive website development
- Basic SEO and web content considerations

AI & Emerging Technology

- Practical use of generative AI and large language models
- AI-assisted software development
- Prompting and iterative AI-assisted problem solving
- Using Claude Code and GitHub Copilot within development workflows
- Working with local LLM tools including Ollama
- Evaluating AI-generated output rather than relying on it blindly
- Explaining AI concepts and practical use cases to non-technical users
- Identifying opportunities for AI to improve business processes and productivity
- Supporting AI adoption and helping people become comfortable using new technology

IT Support & Troubleshooting

- Diagnosing software and hardware-related issues
- Network and connectivity troubleshooting
- Wi-Fi and mesh networking configuration
- Router, extender and Ethernet troubleshooting
- Using command-line/network diagnostic tools such as tracer
- Identifying configuration, routing and connectivity problems
- Troubleshooting web deployment and server-side issues
- Reading code, logs and error messages to identify problems
- Methodical fault finding and testing possible causes

UI / UX & Digital Design

- Website layout and interface design
- Responsive design principles
- User-focused website structure
- Basic UX thinking and usability
- Graphic design and visual communication
- Branding and logo design
- Digital content creation
- Adobe Creative Suite
- Figma
- Designing practical digital experiences rather than focusing only on visual appearance

Education, Training & Communication

- Adult education and workplace training
- Technical training and coaching
- Teaching learners with different levels of technical ability
- Breaking complex technical subjects into understandable steps
- Creating instructional material and learning resources
- Presenting and demonstrating software and technology
- One-to-one coaching and support
- Written and verbal communication
- Customer service and relationship building
- Patience, active listening and adapting explanations to the learner

Business & Client Skills

- Gathering client requirements
- Understanding business problems and translating them into digital solutions
- Solution scoping
- Website/client project communication
- Managing work independently
- Prioritising practical outcomes
- Documentation and clear written communication
- Working directly with customers and stakeholders
- Understanding the commercial side of digital services
- Identifying opportunities to improve existing systems and workflows

Creative & Digital Production

- Website content and presentation
- Visual communication
- Graphic design
- Branding and basic identity work
- Digital marketing/website content awareness
- Combining design and technical implementation
- Creating polished digital assets for practical business use

Relevant Experience & Practical Application

Web development and IT support

- Web development and IT support work, including website design, development, maintenance and client requirements
- Experience with WordPress/Elementor Pro and modern web-development workflows

- Independent digital/web business work through Lookout Digital

Crossroads Property Management — WordPress/Elementor Pro build

Client project, Nelson-Tasman region

- Built a custom post type property listings system using Elementor's Loop Grid and the Meta Box plugin
- Developed a client-restricted dashboard for managing listings
- Implemented a conditional CSS overlap effect for a polished, non-templated layout

Heslops Group — five-division website rebuild

Orange Dog client project

- Rebuilding a multi-brand brochure site spanning five divisions: Automotive, Engineering, Trucks, Motorhomes and Salvage
- Evaluating Astro as the framework, balancing performance with straightforward ongoing content management

Lookout Digital — full agency rebrand and rebuild

Own business, lookoutdigital.co.nz

- Led positioning, copywriting, visual identity and site architecture end-to-end
- Defined a charcoal/purple palette and Instrument Serif/Hanken Grotesk typography system
- Built out service offerings (landing pages, website audits, care plans) and pricing structure

Adult education and community work

- Adult education and workplace training through Step By Step Computer Training
- Experience teaching guitar at Manawatu Music Makers

Community Trading Directory — Google Apps Script automation

Volunteer/community support

- Built an automated Google Sheets/Apps Script trading directory for a Nelson/Tasman community group

Self-directed development projects

- Building personal web applications to develop JavaScript, backend, authentication and API skills
- Building and deploying websites and experimenting with modern cloud platforms and developer tooling
- Using AI coding tools as part of an increasingly AI-assisted development workflow

Personal Finance Tracker — custom web application

Node.js/Express/SQLite

- Built a full custom finance tracker from scratch to develop backend, API and data-handling skills
- Investigated Akahu open banking integration against NZ Consumer Data Right requirements

JavaScript Playground — self-built learning tool

Self-contained in-browser sandbox

- Built a CodePen-style tool with CodeMirror, Emmet and drag-to-reorder panels
- Included a 77-exercise sidebar with an automated test runner to support structured practice

Current Development Focus

Continuing to deepen practical software-development capability, particularly in JavaScript, Node.js, Express, authentication, APIs, databases, cloud deployment and modern AI-assisted development. Existing Vue.js knowledge provides a strong foundation for learning additional frontend frameworks and tooling.

Qualifications

- Bachelor of Information Technology — Open Polytechnic (current student)
- Diploma of Systems Technology — Computer Power Institute

How These Skills Combine

The strongest aspect of this skill set is the combination of technical ability, communication and creativity. Rather than being limited to one discipline, this background allows problems to be approached from several angles: understanding the technology, understanding the user, communicating the solution clearly and implementing or supporting the resulting digital solution.

For live examples of this work, visit portfolio.sculptingtheweb.dev