
Bardan Gauchan

Calgary, AB, Canada

RELEVANT LINKS

Email: bardan.gauchan@gmail.com
Portfolio: bgauchan.com
LinkedIn: <http://linkedin.com/in/bgauchan/>
Github: <http://github.com/bgauchan>
Dribbble: <https://dribbble.com/iisbardan>

SKILLS

- **AI & Automation:** Claude Code, Claude Skills, Cursor, Zapier, N8, AI Workflow Automation, Agentic Workflows.
- **Business Systems & Integrations:** APIs & Software Integrations, Workflow Automation, Data Transformation, System Design, Cross-Platform Integrations, Webhooks
- **Programming & Technical Implementation:** TypeScript, JavaScript, React, Next.js, REST APIs, GitHub Actions, CI/CD
- **Analytics & Reporting:** Amplitude, Event Tracking, A/B Testing, Data Analysis, Performance Monitoring, Automated Reporting
- **Business Process Improvement:** Process Automation, Workflow Optimization, Continuous Improvement, Cross-Functional Systems, Technical Documentation
- **Marketing & Content Systems:** Marketo, Contentful, Builder.io, Crowdin, Optimizely, Eppo

SUMMARY

Senior web leader with 7+ years of experience using technology to improve how businesses operate. Experienced in identifying manual and inefficient processes, designing automated workflows, connecting software systems, and building AI-powered tools that turn unstructured information into actionable outputs.

Hands-on experience with Claude, Claude Code, Cursor, Zapier, n8n, APIs, CI/CD automation, analytics, CMS platforms, and custom software development. Built AI workflows and reusable Claude Skills to analyze

performance data, extract and transform content, automate technical processes, and integrate outputs with tools such as Notion and Slack.

Combines strong technical implementation skills with a business-oriented mindset: constantly looking for opportunities to eliminate repetitive work, improve data flow, simplify processes, and help teams work more efficiently. Comfortable learning new platforms quickly, building systems from scratch, and working directly with cross-functional stakeholders to turn business problems into practical technology solutions.

RECENT EXPERIENCE

Descript, Remote - *Lead Web Engineer*

Feb 2024 - Current

- Led the end-to-end migration of the marketing website from Webflow to Next.js, Builder.io, and Vercel, designing the underlying architecture, content workflows, integrations, and deployment systems.
- Identified opportunities to automate technical workflows using AI, building Claude Skills and Claude Code workflows to analyze performance data, extract structured content from existing materials, and generate reusable outputs.
- Built automated workflows that run performance analysis after code changes and distribute results to internal tools such as Notion and Slack, reducing manual analysis and improving visibility into website performance.
- Used Claude and Cursor extensively to accelerate software development, automate repetitive engineering tasks, and improve the speed of implementing and shipping new functionality.
- Built and maintained automated CI/CD workflows using GitHub Actions, including unit testing, visual regression testing, and automated checks on pull requests.
- Implemented site-wide analytics and event tracking, creating the foundation for data-driven reporting and experimentation.
- Drove a programmatic SEO initiative that produced 400–800 tutorial pages, followed by a systematic technical SEO and content quality audit across the site.

PopSQL, Contract - *Design Engineer, Marketing*

Feb 2023 - Dec 2023

- Designed and built marketing systems and landing pages that enabled marketing teams to launch and manage content through a centralized Contentful CMS.
- Migrated content from Airtable to Contentful and established a more structured publishing workflow for marketing and content teams.
- Improved site performance through Next.js static generation, incremental static regeneration, and cache revalidation, reducing the need for manual content and deployment intervention.
- Worked cross-functionally with marketing and content stakeholders to translate business requirements into scalable technical workflows.

CircleCI, Remote - *Senior Web Engineer, Marketing*

Aug 2021 - Jan 2023

- Engineered systems across CircleCI's website, blog, documentation, and developer properties, working across multiple platforms and teams.
- Built reusable systems and workflows that enabled marketing and content teams to manage and publish content more efficiently.
- Implemented A/B testing through Optimizely and localization workflows through Crowdin and GitHub, connecting multiple systems into a more efficient content publishing process.
- Automated testing and deployment workflows through CI/CD, reducing manual verification and improving reliability.
- Improved website performance by identifying and eliminating inefficient JavaScript and CSS workflows, including removing dead code and restructuring asset delivery.
- Implemented Cookiebot consent workflows to automate compliance requirements and ensure appropriate data collection behavior.

Labelbox, Contract - *Design Engineer, Marketing*

Jan 2021 - Aug 2021

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- Built and maintained marketing systems across the website, blog, documentation, and Intercom application.
 - Designed and implemented reusable systems and templates that enabled marketing teams to manage content more efficiently through Contentful.
 - Integrated Intercom and Algolia to connect customer communication with documentation search and improve access to relevant information.
 - Worked across multiple systems and teams to improve data flow, content management, and customer-facing experiences.

Pixlee, Toronto - *UX Engineer, Design Systems*

Dec 2018 - Dec 2020

- Led the creation of a company-wide design system, style guide, and reusable component library, creating standardized systems that improved consistency and reduced duplicated work across teams.
- Bridged design and engineering workflows by establishing reusable processes and shared systems for building digital products.
- Contributed to frontend development and implementation of the design system.

EARLY CAREER

- TapGen, Freelance, Dynamic Leap, Ideaca, AHS — Early design and frontend roles spanning UX design, WordPress

development, and web application development for clients
across various industries.

EDUCATION

Udacity - *React Nanodegree*

Oct 2019 — Dec 2019

Mount Royal University, Calgary - *Bachelors of Computer Information
System*

Sep 2005 — May 2011