

# Sam Graham

PRINCIPAL DEVELOPER

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## Professional Profile

20+ years building web applications across full-stack and front-end development. Since 2018, I've focused on modern front-end architecture with React, TypeScript and Next.js. Pragmatic problem-solver with strong communication skills, delivering secure, accessible, high-performing digital solutions that prioritise user experience

## Experience

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### Principal Developer

Aug 2022 – Present · Full time · Current

**Merkle Australia (2022–2026) / Dentsu Creative (2026–onwards)**

- Web site builds (SPA and multi-page) integrating with various CMSs (DatoCMS, Storyblok, Contentful, Sitecore, Adobe Experience Manager AEM) for clients such as Kmart, Target, Geely, Zespri, Certified Practising Accountants, Funlab
- Design system and component library (Funlab design system supports 5+ brands incl. Hijinx Hotel, Holey Moley, Strike Bowling and Archie Brothers)
- API integration (REST, GraphQL) with CRM, PIM, payment gateways, Gemini Enterprise Agent Platform (formerly Google Vertex AI)
- Overhaul label system for Kmart to support pricing, promotional and fulfilment labels
- Performance monitoring and implementing strategies for edge CDN caching optimisation
- Mentor mid/junior developers on architecture, testing and front-end best practices

### Senior Developer

Aug 2010 – Jul 2022 · Full time

**Huckleberry Agency (2010–2015) / Isobar Australia (2015–2022)**

- Hands-on Team Lead managing 5 developers engaged with Jetstar (booking engine, design system, performance optimisation, application monitoring — ReactJS, CSS-in-JS, Sitecore, SentryIO, Dynatrace)
- Core contributor to major overhaul of Holden web site (car configurator — Vue.js)
- Interim Technical Lead from March–Sept 2014, managing a team of 3 developers
- Full-stack PHP application development including micro-sites and full responsive web sites for clients such as 7-Eleven, The Good Guys, ANZ Netball, AHM, Australia Post, Cell Care
- HTML5 dynamic animated banners for Google Ads

### Web Designer/Developer

Jan 2005 – Aug 2010 · Full time

**CommStrat (formerly 'Hallmark Editions', then '900 Degrees')**

- Design creative web experiences, including visual layouts, styling and EDM assets
- Develop the required HTML, CSS and JavaScript for responsive websites
- Develop a PHP/MySQL newsletter publishing platform that also functions as a web service for delivering content to websites

- Build a PHP/MySQL event management system supporting online delegate registration, payments and speaker management
- Digitise newsletter subscription services, including template design, subscriber management and distribution workflows
- Create a CMS that generates print-ready PDFs for annual report production

Freelance web design

Jan 2004 – Dec 2004 · Freelance

Self-employed

- Basic HTML web sites using CSS and jQuery

Technical Skills

**Languages & Frameworks:** JavaScript/TypeScript, React.js, React Native, Next.js, Vue.js, Node.js, PHP, CodeIgniter, Laravel, MySQL, GraphQL, Jest, Vitest, Cypress, GSAP

**Front-end & Styling:** CSS, SASS, Material UI, Chakra UI, Panda CSS, Tailwind, CSS-in-JS, Emotion, styled-components, Storybook, Figma Tokens Studio, component-based architecture, design systems

**CMS & Platforms:** Sitecore, Storyblok, Dato CMS, Contentful, Adobe Experience Manager (AEM), Wordpress, Optimizely, SentryIO, Dynatrace, Akamai, ConstructorIO

**APIs & Integration:** REST APIs, GraphQL, CRM integrations, A/B testing

**DevOps & Deployment:** Vercel, Azure DevOps, CI/CD pipelines, GitHub Actions

**Core Practices:** Web performance (Core Web Vitals), accessibility (WCAG), responsive design, secure front-end development, Agile delivery

Certifications

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| Claude Certified Developer – Foundations Certificate - Anthropic | 2026 |
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Education

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| Advanced Diploma of Multimedia - Box Hill Institute of TAFE   | 2004 |
| Graduate Diploma of Education - University of Melbourne       | 1999 |
| Bachelor of Music Performance - Victorian College of the Arts | 1998 |

References

Available on request