Patrick Cameron
Senior Frontend Engineer

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Summary

Senior Frontend Engineer with over 10 years of experience. Specialized in design systems, accessible component libraries, and customer acquisition flows at scale. I have led development of crucial projects, pushed for improved best practices and strong documentation, and mentored junior developers and interns.

Work Experience

Royal Bank of Canada — *Senior Frontend Developer, Consumer Banking*

Toronto, ON • May 2021 – Present

- Scaled design system adoption by architecting and delivering reusable, accessibility-compliant UI components (File Upload and File Preview) to be integrated into multiple advisor- and client-facing applications.
- Drove customer acquisition growth by leading frontend development for the Newcomer onboarding flow, increasing account-opening conversions for clients new to Canada from 5% → 18%.
- Expanded market reach through the Client Long Name / Mononym project, resulting in a 9% increase in digital acquisitions across bank account sales channels.
- Improved squad efficiency by creating a custom Jira MCP server that enhanced forecasting and prioritization of work for the business team.
- Advanced engineering culture by mentoring junior developers, leading code reviews, and promoting best practices in accessibility, documentation, and test automation.
- Recognized for innovation as one of the top GenAI developers in Consumer Banking.
- Awarded the Q3 2024 Performance Award for outstanding project contributions.

St. Joseph Communications — *Frontend Developer*

Toronto, ON • Aug 2016 – May 2021

- Led frontend development for 15+ high-traffic websites across industries including media, government, and Fortune 500 brands.

- Developed a custom CMS for Canon Canada, reducing marketing campaign turnaround time by 50%.

Freelance Experience

Artbarn School — *Lead Developer*

Toronto, ON • Dec 2016 – Present

- Designed and developed an eCommerce and marketing site for a nonprofit art school, driving conversions and processing hundreds of thousands of dollars in sales annually.

Megascapes Library — *Lead Developer*

Toronto, ON • Sep 2025

- Built an online portfolio site for a 3D modelling company.
- Tech stack: React, Next.js, React Bootstrap, Contentful CMS, and Netlify.

Technical Skills

Frontend: Angular, React, TypeScript, Next.js, Redux, RxJS, JavaScript (ES6+), HTML5, CSS3, Sass

Backend & Tooling: NX, Node.js, Webpack, Git, GitHub Actions, Postman

Testing & Monitoring: Jest, Jasmine, Cypress, Puppeteer, Dynatrace, Splunk

Practices: Accessibility (WCAG), Agile, Continuous Delivery, Mentorship