

Serina McFall

Software Developer

accessibility-first ·
neurospicy

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Auckland · open to remote
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SUMMARY

Software Developer. Shifted from nearly a decade in customer service to a career in tech via Dev Academy. Server-side gives structure to the part of my brain that needs it; the front end gives an outlet to my artistic side. I found the home I did not know I was looking for. Neurodivergent, and I've learned this is not a weakness but is in fact a strength I can use. It comes with empathy, active listening, and years of practice giving and receiving feedback, pairing on hard problems, and working through conflict without making it personal. I plan and doc before I write code, gate accessibility up front (WCAG 2.2 AA) on my own projects, and start Dev Academy's AI Launchpad on 27 July 2026.

EXPERIENCE

Dev Academy Aotearoa

Auckland, NZ (Hybrid) · Apr 2026 to Present

Software Developer Apr 2026 to Present

- Shipped three solo projects: Moonlit Library (deployed on Render), Atlas (accessibility-first concept library reworked from the bootcamp brief), and vixenz.dev (portfolio site, Astro on Cloudflare Pages).
- Accessibility-first on every project: WCAG 2.2 AA audits before merge, keyboard navigation + ARIA + focus management wired in from the start. Gave cohort lightning talk on treating accessibility as a design decision, not decoration.
- Learned to work with Claude Code as a coding partner and code reviewer: how to direct AI, question its output, verify what it ships.
- Passed all 11 assessment credentials, several ahead of deadline.

Bachcare, The Holiday Home Company

Auckland, NZ (Hybrid) · Dec 2021 to Apr 2026

Feedback and Owner Operations Specialist

promoted through Booking Management and Reservations Specialist

- Owned guest feedback resolution across a 4.5-year progression, sitting between guest needs and owner constraints to land solutions that worked for both.
- Trained new team members on feedback methodology: what the role actually involves, and how to stay empathetic to guests who are frustrated.
- Supported the owner relations team day to day: maintenance escalations, guidance for owners, general problem-solving.
- Earlier in tenure: managed in-stay needs (maintenance, changes, cancellations) and complex bookings; ran pre-stay support and property matching.

TIC Group

Auckland, NZ (On-site) · May 2018 to Dec 2021

Claims Coordinator

- Ran the warranty claims lifecycle for JB Hi-Fi's faulty products: raised claims, handled supplier paperwork, saw them through to settlement.
- Owned salvage operations for TIC's NZ division: ordered containers, built picklists, coordinated pickup and shipping to the Auckland port for hardware bound for AU parts resale.

JB Hi-Fi

Auckland (Sylvia Park, then Botany) · Nov 2010 to May 2018

Counter Coordinator

promoted from Customer Service Representative, 4.5 years as Coordinator

- Led the counter team of 5 for 4.5 years at Botany: schedules, one-on-ones, escalation liaison between team and management.
- Joined Sylvia Park on opening day (2010) and transferred to Botany in 2012; travelled to Christchurch for a week to help open that store on the strength of Sylvia Park launch experience.
- Counter operations throughout: sales, POS, cash handling, finance applications, returns coordination with distributors.

PROJECTS

Moonlit Library

moonlit-library.onrender.com · github.com/serina-mcfall/moonlit-library

STACK: Express + Knex + SQLite on the server and React + Vite on the client · **ROLE:** Solo build

OUTCOME: Dev Academy challenge, earned three credentials. Personal library designed for how I read, deployed on Render.

Atlas: a visual concept library

vixenz.dev/work/atlas · github.com/serina-mcfall/atlas

STACK: React + Vite + TypeScript, Express + Knex + SQLite, MDX · **ROLE:** Solo build (in progress)

OUTCOME: Reworked a Dev Academy art-gallery brief into an accessibility-first concept library with kind-based routing. WCAG 2.2 AA gated in Playwright tests. Four concept sheets and a Terminal reference sheet shipped.

Kiwicom: a developer project discovery hub

not yet deployed · github.com/Oscar-Wakefield-Ngahuru-2026/Kiwicom

STACK: React + Vite + TS + Tailwind, Node + Express + TS, PostgreSQL (Supabase auth), Knex ·

ROLE: My role in this project was the git keeper of a 4-person team. I reviewed every PR, ran merges to Dev, and Resolved conflicts when they came about (luckily there were not many). 79 commits by the end, highest on the team.

OUTCOME: Final Dev Academy group project. Community hub for devs to find open-source projects: GitHub pulls filtered by language/topic, bookmarks, profiles, create-project. Editorial design system (Lexend + JetBrains Mono, cream and deep-sky) from my aesthetic. Claude-powered summaries + deployment planned but did not land in time.

Realmstack

not deployed · private repo, available on request

STACK: Cloudflare Workers (planning to bind D1, KV, R2, Queues), TypeScript. Rest of the stack still to be decided. · **ROLE:** Co-built with my husband. Currently in doc-led planning phase.

OUTCOME: Long-term worldbuilding platform for writers, D&D masters, and game writers. Doc-led planning phase: north-star vision, user flows, and multi-source encryption architecture research (Claude, ChatGPT, Gemini, Kimi, Deepseek) locked before implementation. Client-side E2EE is the technical anchor.

SKILLS

CORE

React · TypeScript / JavaScript · Node + Express · Knex + SQL (SQLite, Postgres) · HTML + CSS · WCAG 2.2 AA + W3C APG patterns · Playwright + axe-core · Git · Astro · Vite + Vitest

FAMILIAR

Tailwind CSS · Cloudflare Pages · Supabase (Auth + hosted Postgres) · MDX

LEARNING NEXT

Cloudflare Workers (D1, KV, R2, Queues) · Agentic workflows · Anthropic + OpenAI APIs · Client-side E2EE

EDUCATION

Dev Academy Aotearoa

Auckland, NZ · 2026

Full-stack web development bootcamp + AI Launchpad.

Emily Carr University of Art and Design

Vancouver, BC, Canada · 1998 to 1999

Foundations Program (1 year, not completed).

North Delta Senior Secondary

North Delta, BC, Canada · Graduated 1998

INTERESTS

Painting, digital art, Diamond dots, resin. Writing and worldbuilding, D&D, Magic the Gathering. Gaming (Where Winds Meet), reading, Chinese and Korean Dramas.