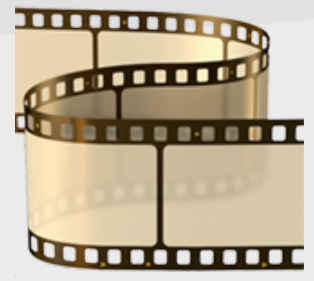
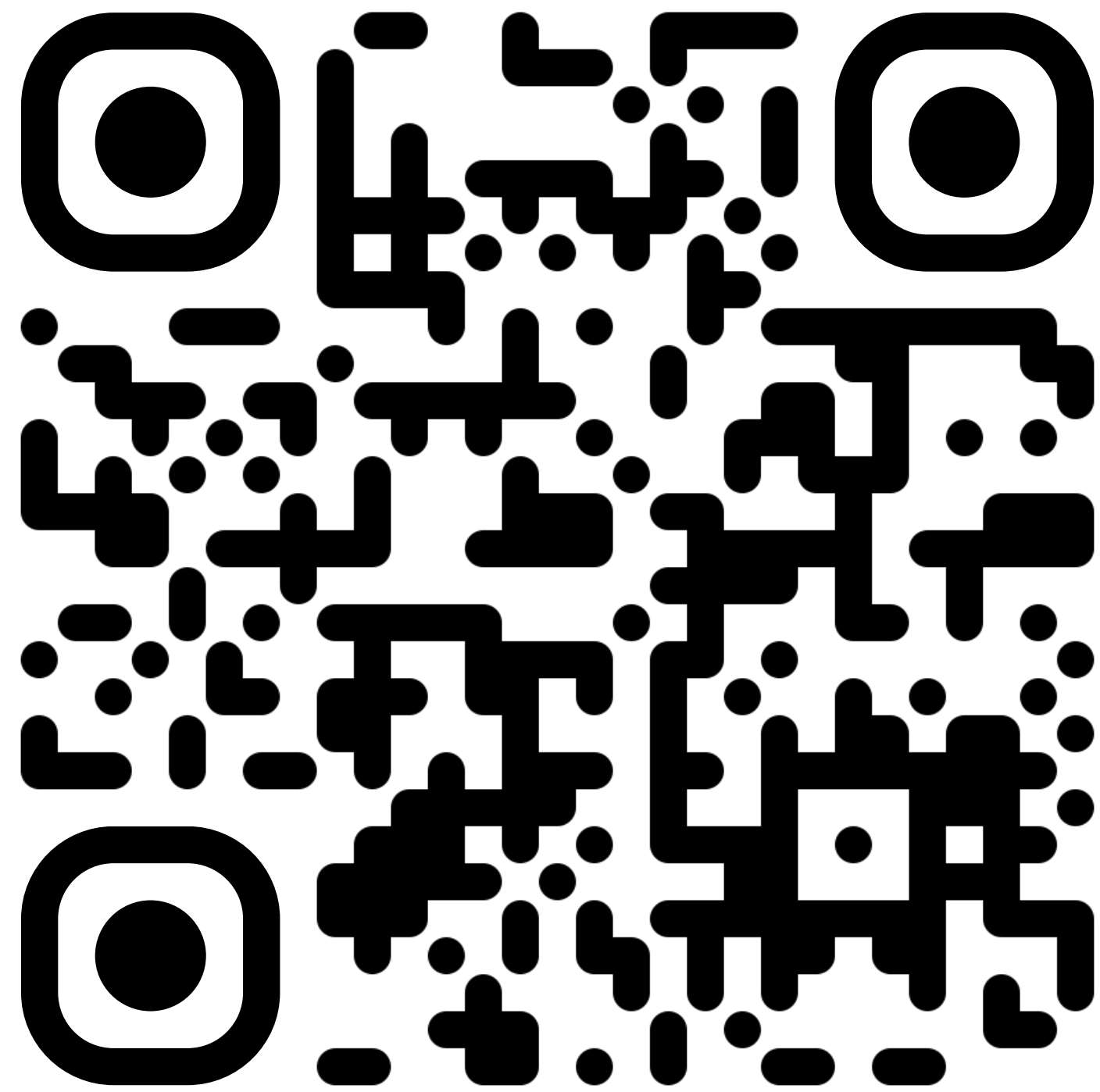


# Hi, I'm Elly Loel (she/her)



[elly.to/wdc24-slides](https://elly.to/wdc24-slides)



<e//y>

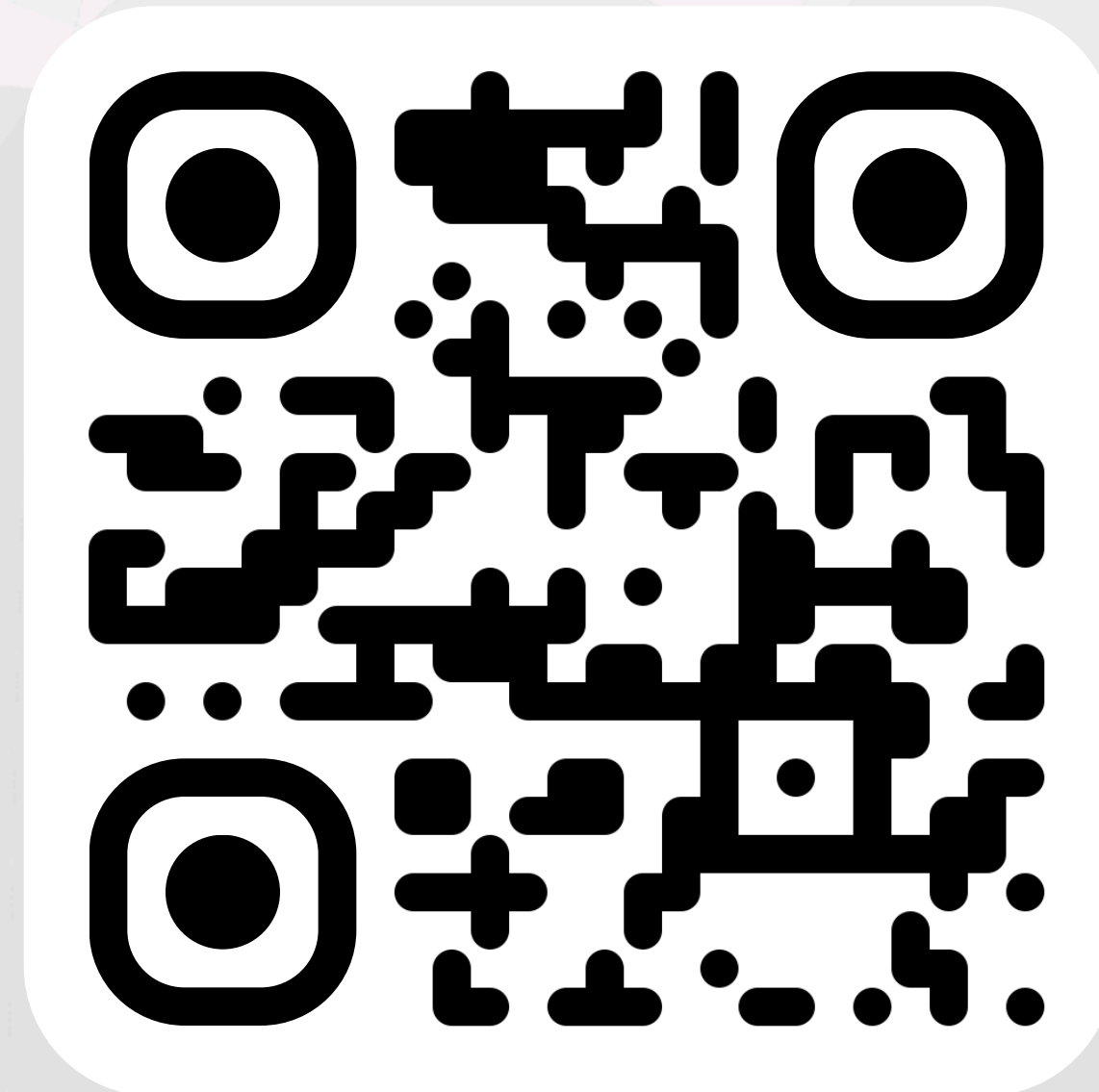
# Front-end developments identity crisis

What would you call someone who:

- ✓ Builds **accessible** and **usable UIs**
- ✓ Uses **HTML**, **CSS**, and 🖱️ **JS**
- ✓ Collaborates with **designers**,  
**developers**, and **testers**



[elly.to/wdc1](https://elly.to/wdc1)



<e//y>

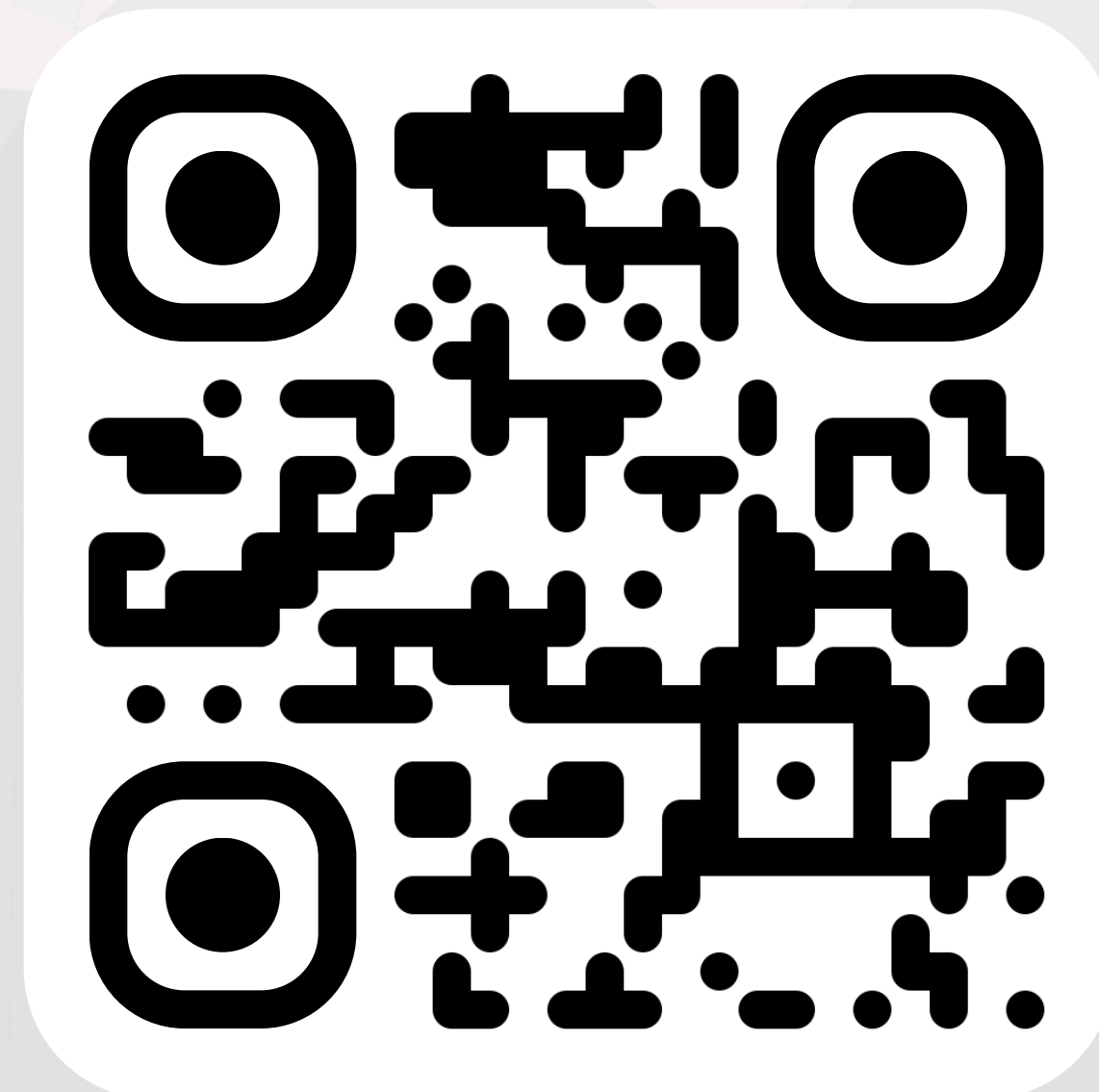


Same question, but *doesn't*:

- 🙅 Develop and optimise **application logic**
- 🙅 **Integrate data** sources and services
- 🙅 Test **performance** and **functionality**
- 🙅 Manage **JS tooling** and **infrastructure**



[elly.to/wdc1](https://elly.to/wdc1)



<e//y>



I'm not a  
**full-stack developer**

*regardless of what my last job title says*

<e//y>

I'm not even a  
**front-end developer**

*thanks to the JavaScript-industrial complex*

<e//y>

I'm a *of-the-front*  
**front-end developer**

*but that's too long*

<e//y>



So, I'm a  
**web designer**

<e//y>



<e//y>

That was densely packed,  
**so let's break it down**

<e/y>



I'm not a  
**full-stack developer**

*regardless of what my last job title says*

<e//y>

I know how to do  
full-stack development,  
not because I wanted to  
but because I *had* to.

<e//y>

“developer”

<e/y>



~~front-end~~

~~back-end~~

<e//y>



[htmlhell.dev/10-section-is-no-replacement-for-div](http://htmlhell.dev/10-section-is-no-replacement-for-div)

```
<section id="page-top">
  <section data-section-id="page-top" style="display: none;">
  </section>
</section>
<main>
  <section id="main-content">
    <header id="main-header">
      <h1>...</h1>
      <section class="container-fluid">
        <section class="row">
          <article class="content col-sm-12">
            <section class="content-inner">
              <div class="content__body">
                <article class="slider">
                  <section class="slide">
                    ...
                  </section>
                </article>
              </div>
            </section>
          </article>
        </section>
      </section>
    </header>
  </section>
</main>
```

<e//y>



```
<?php
```

```
function isEven($number) {  
    if ($number = 1) return false;  
    else if ($number = 2) return true;  
    else if ($number = 3) return false;  
    else if ($number = 4) return true;  
    else if ($number = 5) return false;  
    else if ($number = 6) return true;  
    else if ($number = 7) return false;  
    else if ($number = 8) return true;  
    else if ($number = 9) return false;  
    else if ($number = 10) return true;  
    else if ($number = 11) return false;  
    else if ($number = 12) return true;  
    else if ($number = 13) return false;  
}
```

<e//y>



*“HTML, CSS, JavaScript, Python, C#, and SQL may all be code, but they’re really quite different kinds of code and are suited to different kinds of people.”*

— **Heydon Pickering** in Reluctant Gatekeeping: The Problem With Full Stack

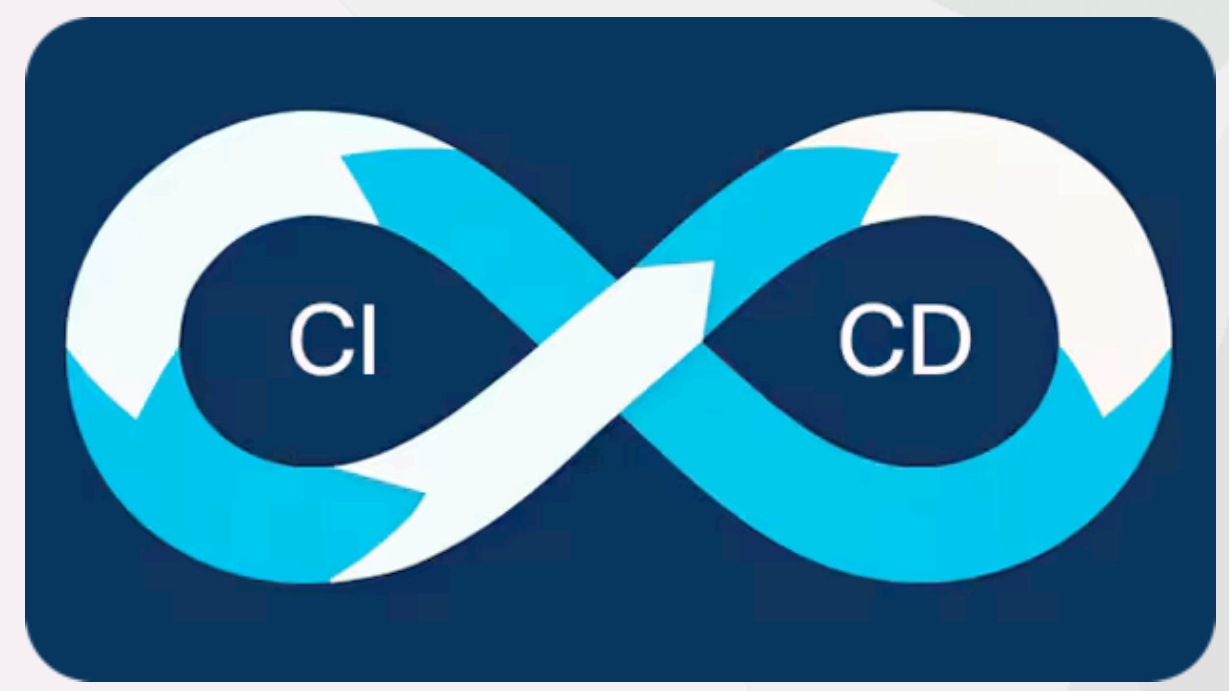
<e//y>

*“The value you want from a CSS expert is their CSS, not their JavaScript, so it’s absurd to make JavaScript a requirement.”*

— **Heydon Pickering** in Reluctant Gatekeeping: The Problem With Full Stack

▲ Vercel

netlify



webpack

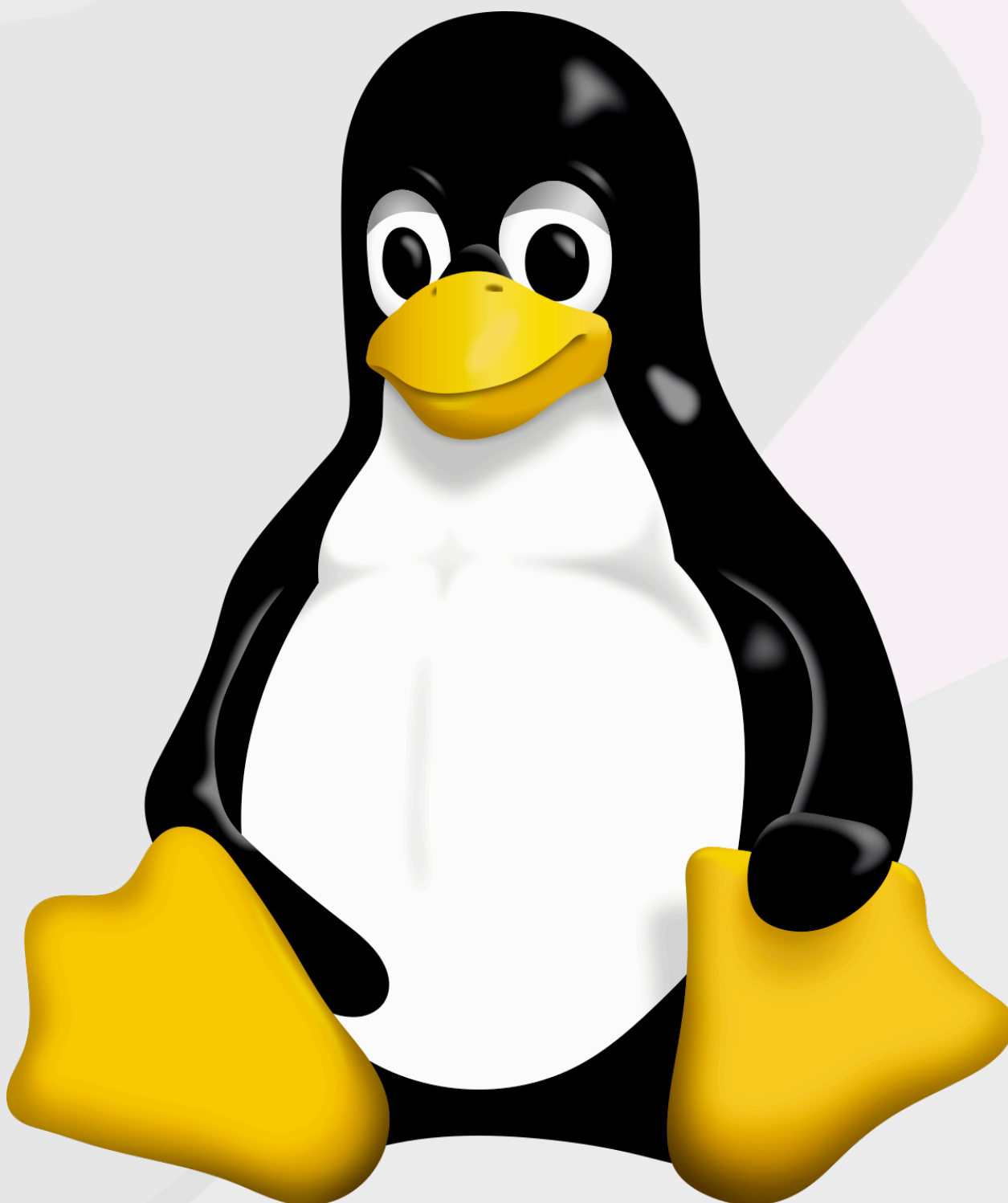


SQL

aws



serverless



NEXT.js

MySQL

<e//y>

Please let me do  
what I'm good at!

<e//y>

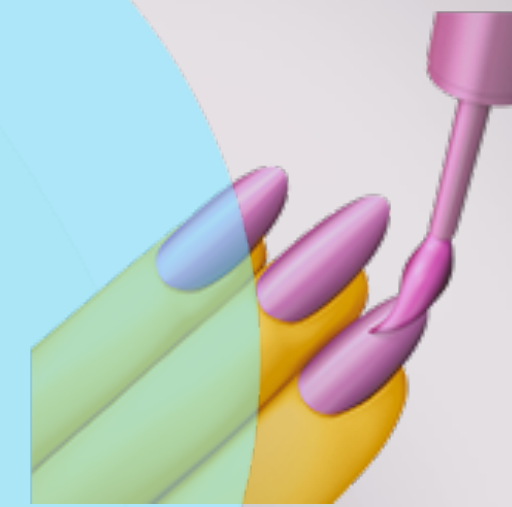
I'm not even a  
**front-end developer**

*thanks to the JavaScript-industrial complex*

<e//y>



CSS-in-JS



webpack



NEXT .JS

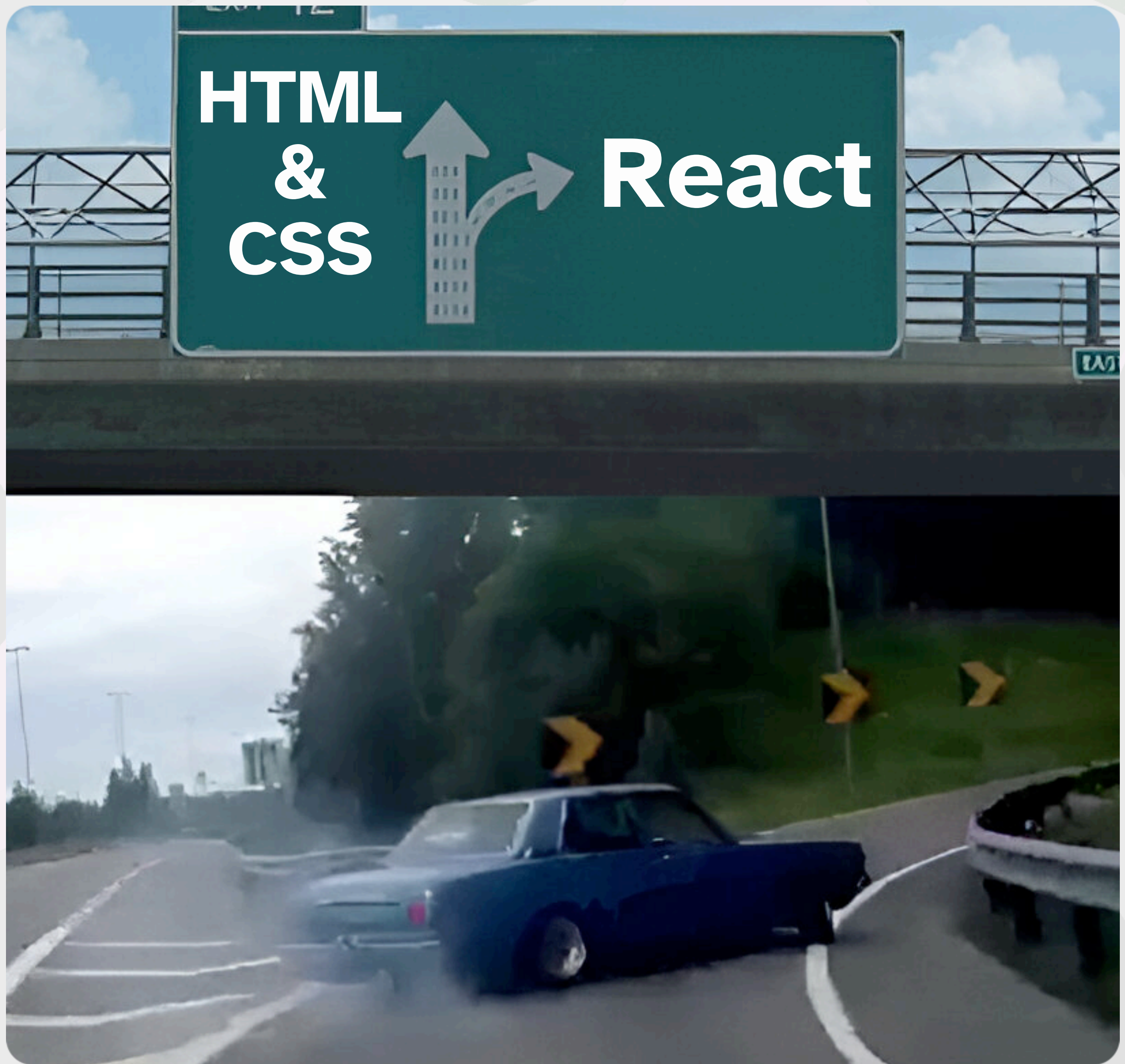


<e//y>

I came into the industry during  
the reign of React

<e//y>





<e//y>



I hate it.



**BORN TO WEB**

**INDUSTRY IS A FUCK**

鬼神 Kill Em All 2024

I am web designer

410,757,864,530 REACT DEVS

<e//y>

*“Not only are new services being built to a self-defeatingly low UX and performance standard, existing experiences are pervasively re-developed on unspeakably slow, JS-taxed stacks.”*

— **Alex Russell** in The Market for Lemons

<e//y>



Even if I didn't have issues with it  
I should still be able to choose  
not to use it, right?

<e//y>



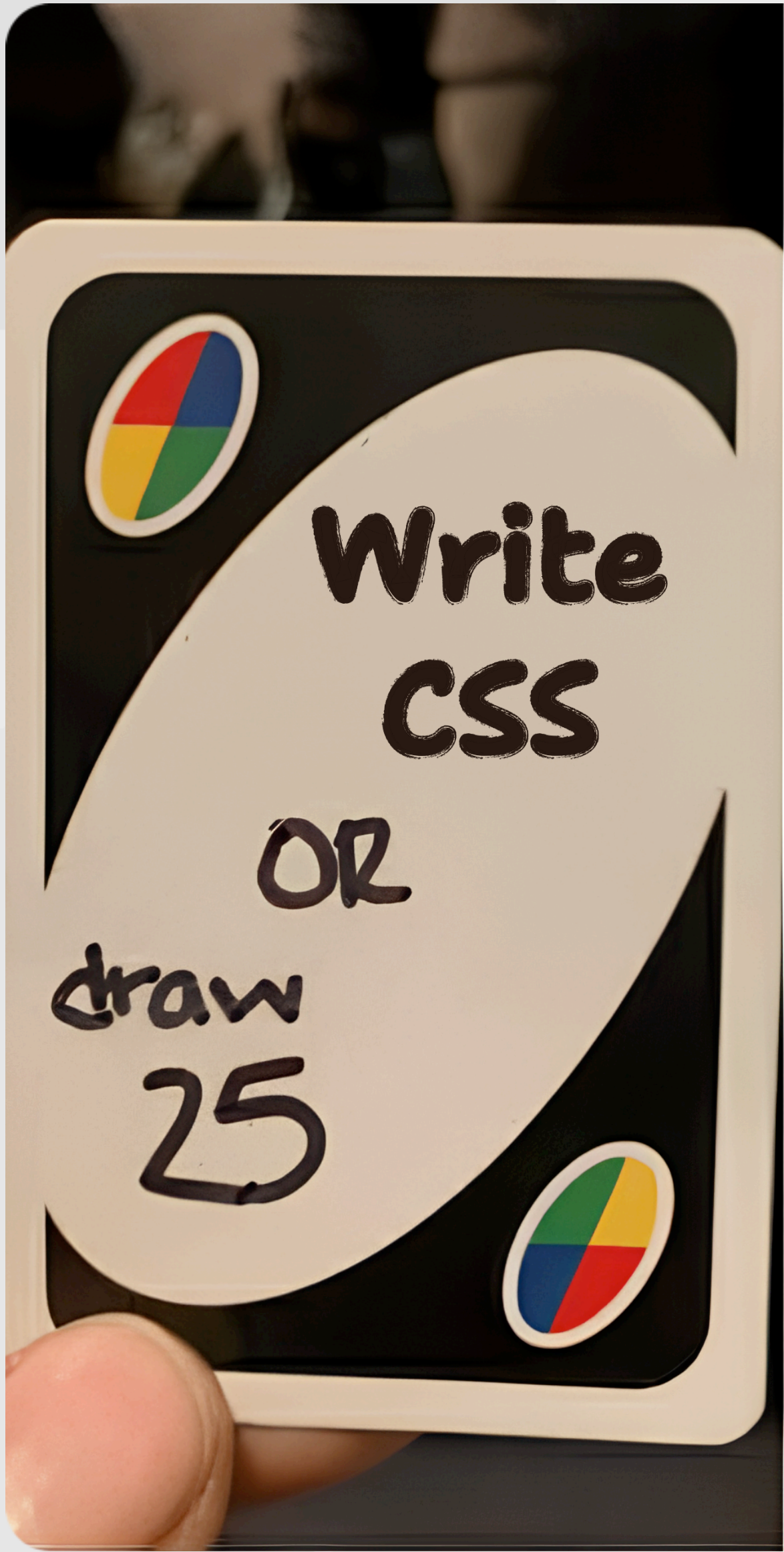




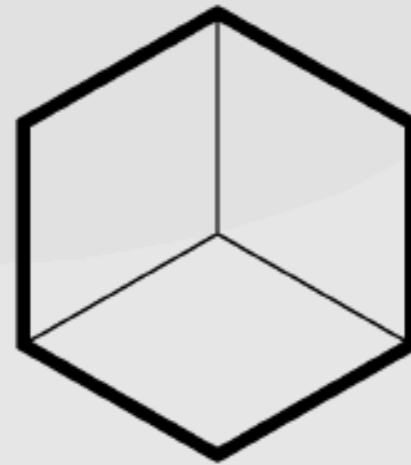
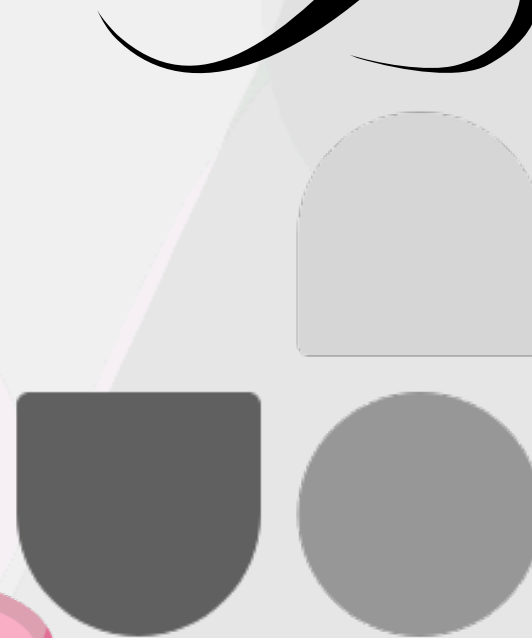
Okay, so I can't escape React

<e//y>





style



JSS



CSS  
MODULES



TSS

g o o l e r

<e//y>

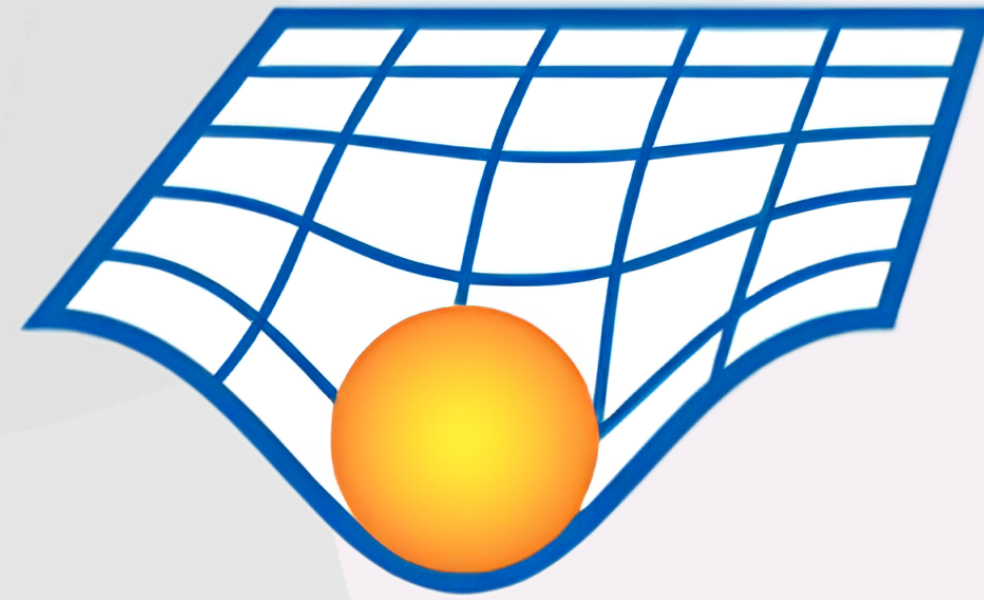


If you can't beat 'em,  
join 'em, I guess?

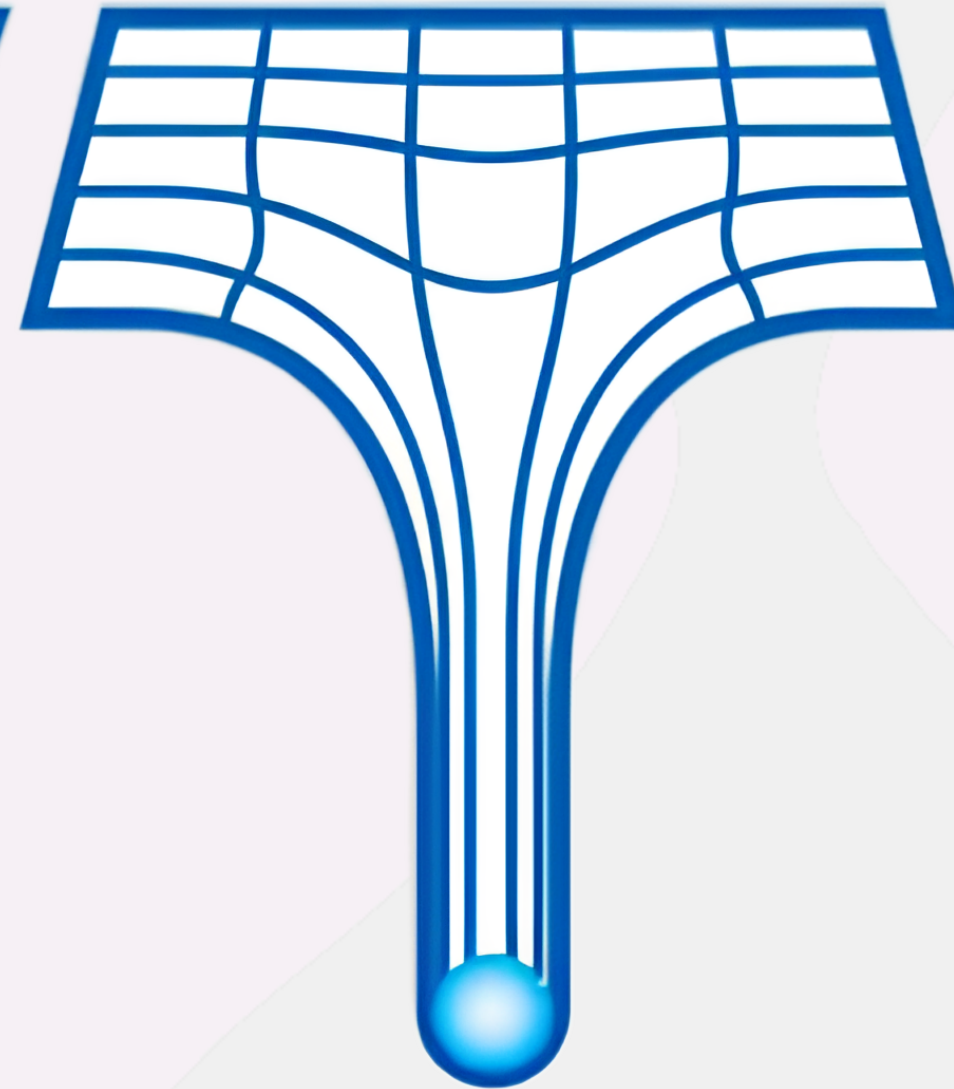




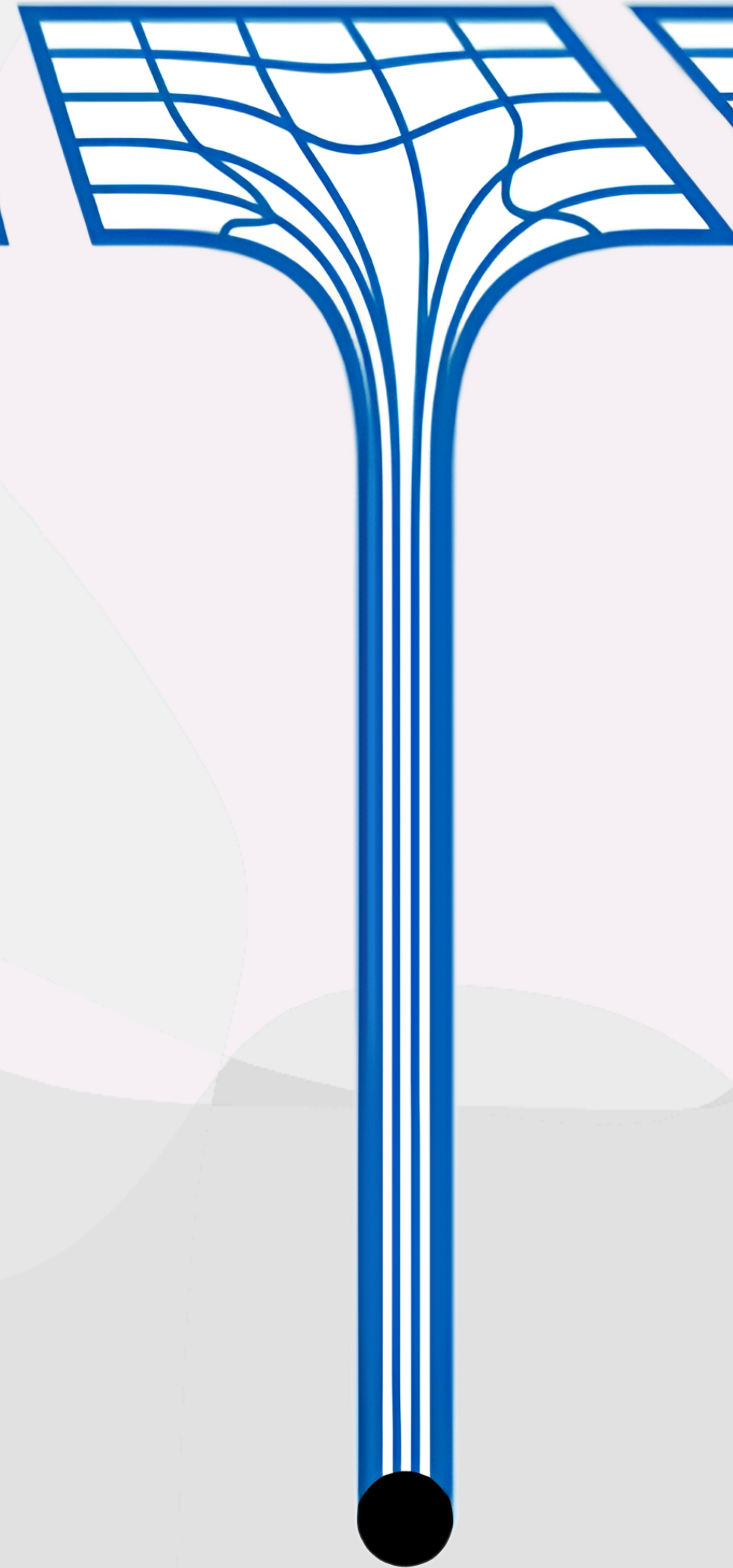
**Sun**



**Neutron star**



**Black hole**



**React**



$\langle e/ly \rangle$

*Yikes!* I need some  
separation of my concerns.

<e//y>

front-end work  
has been devalued



It isn't treated as a full-time job

<e/y>

Now front-end no longer  
actually means front-end

<e//y>



Front-end ≡ Full-stack

<e/y>



So, I must be something else?

<e//y>

I'm a  
**front-of-the-front-end  
developer?**

<e//y>



🌟 Elly Loel

Front-of-the-front-end De...

Melbourne, Victoria, Australia

1K followers · 500+ connections



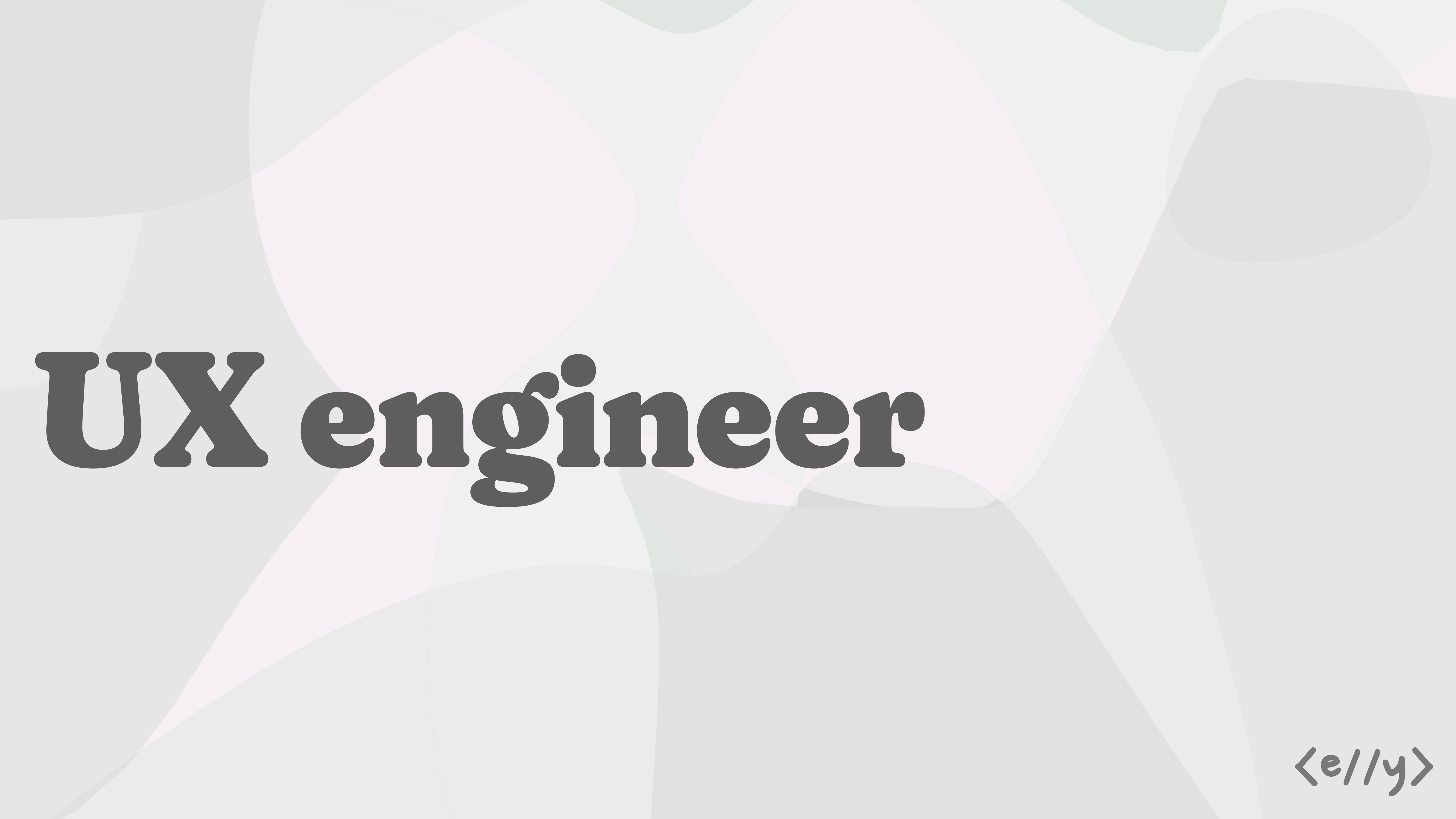
Department of Employment and  
Workplace Relations



Swinburne University of  
Technology

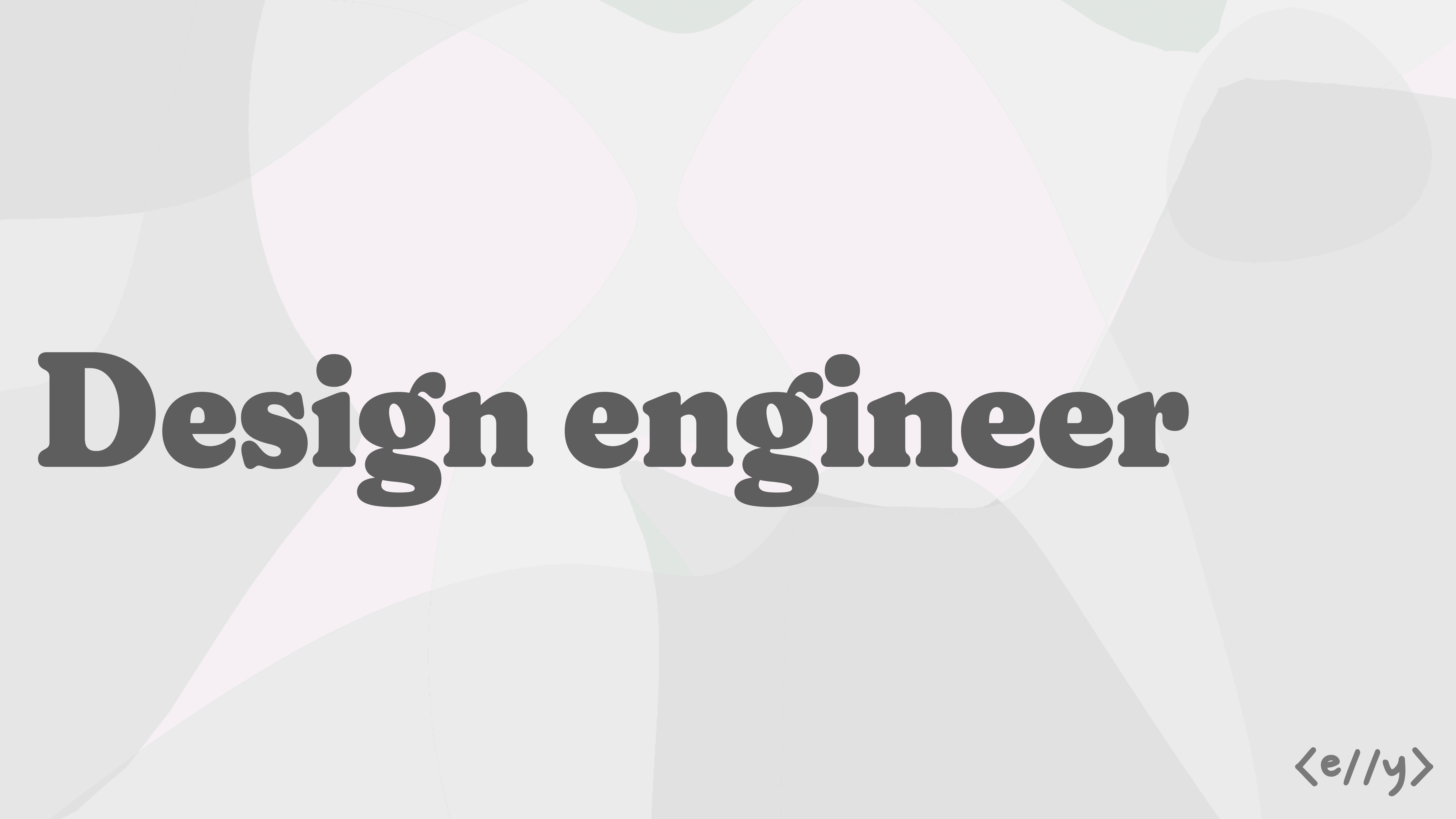
People have come up  
with new titles





# UX engineer

<e//y>



# Design engineer

<e//y>

**Full-stack  
developer**

**Design  
engineer**

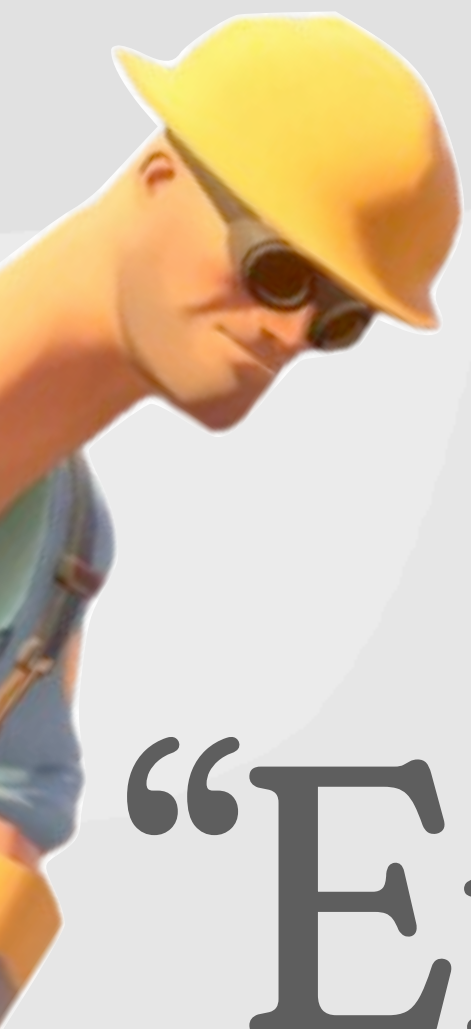
We need you to find the differences  
between these two pictures



They're the same picture.

<e//y>



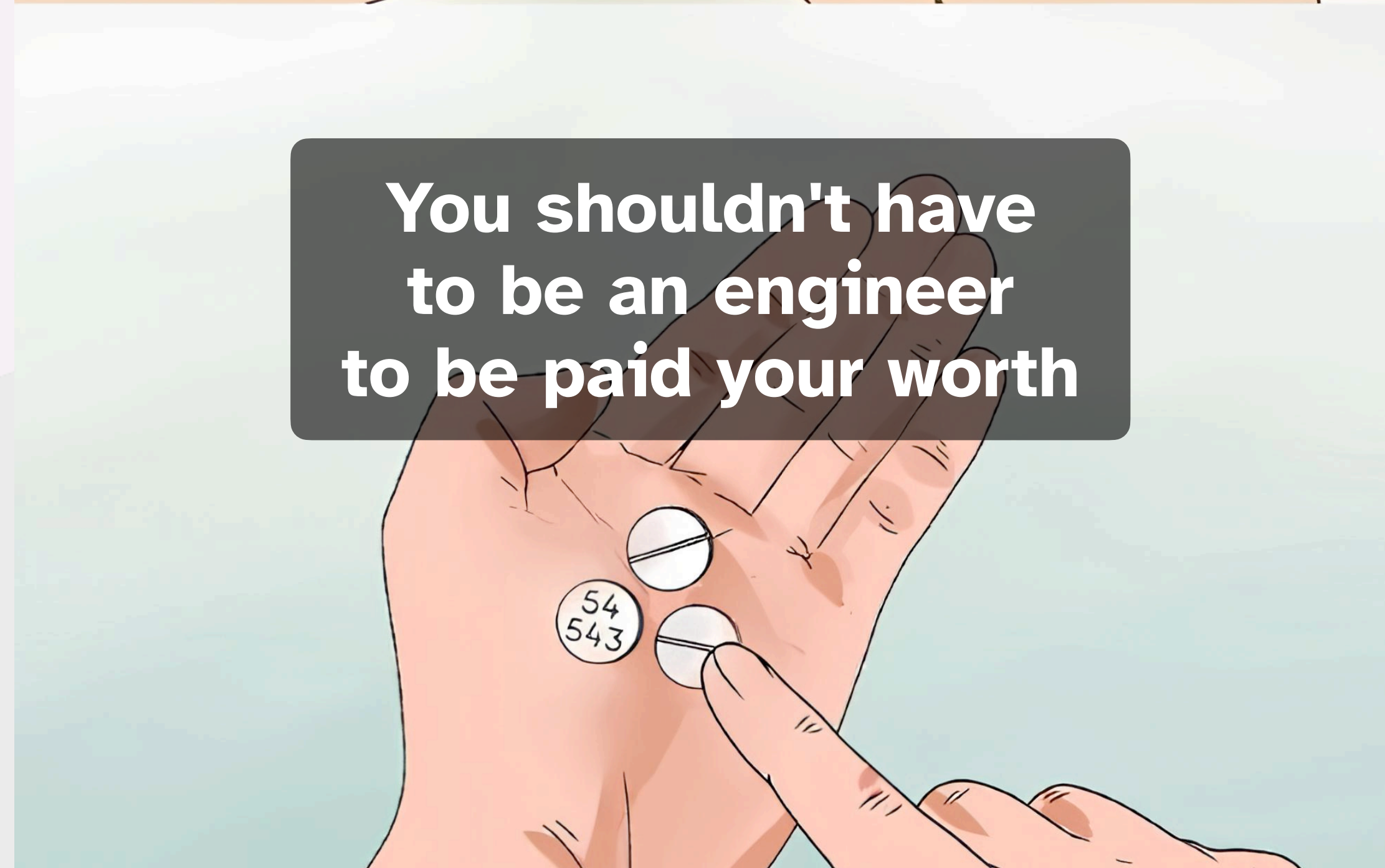


“Engineer”

<e//y>



**You shouldn't have  
to be an engineer  
to be paid your worth**



**<e//y>**



Web Mistress 

Web Witch 

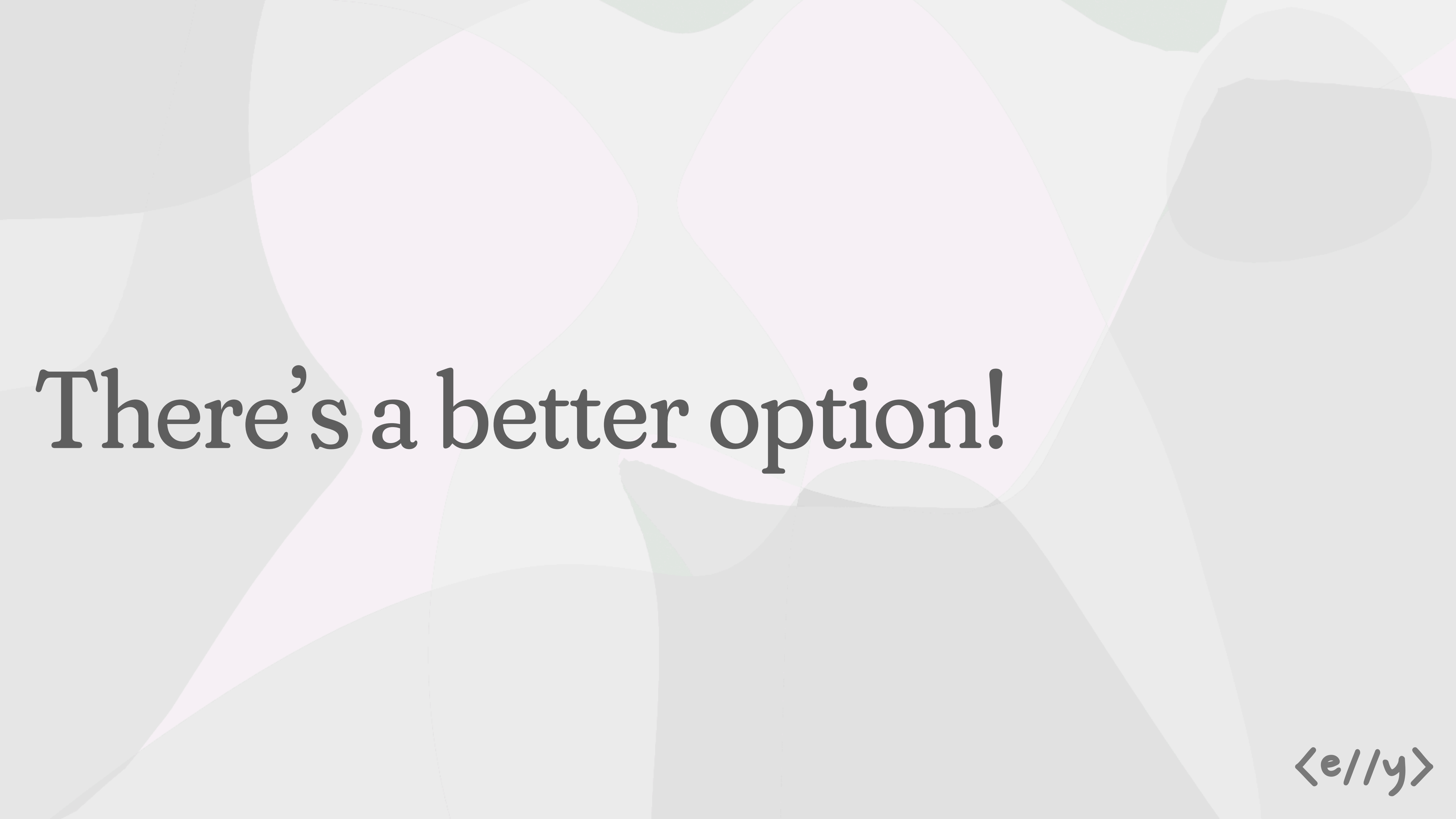
Web Crafter 

Web Artisan 

Web Worker 

Web Specialist 

<e//y>



There's a better option!

<e//y>

I'm a  
**web designer**

<e//y>

Why do I think that this is  
the best title?

<e//y>



I'm a designer and  
the web is my medium

<e//y>



I'm designing **for** the web

<e//y>

I'm designing **with** the web

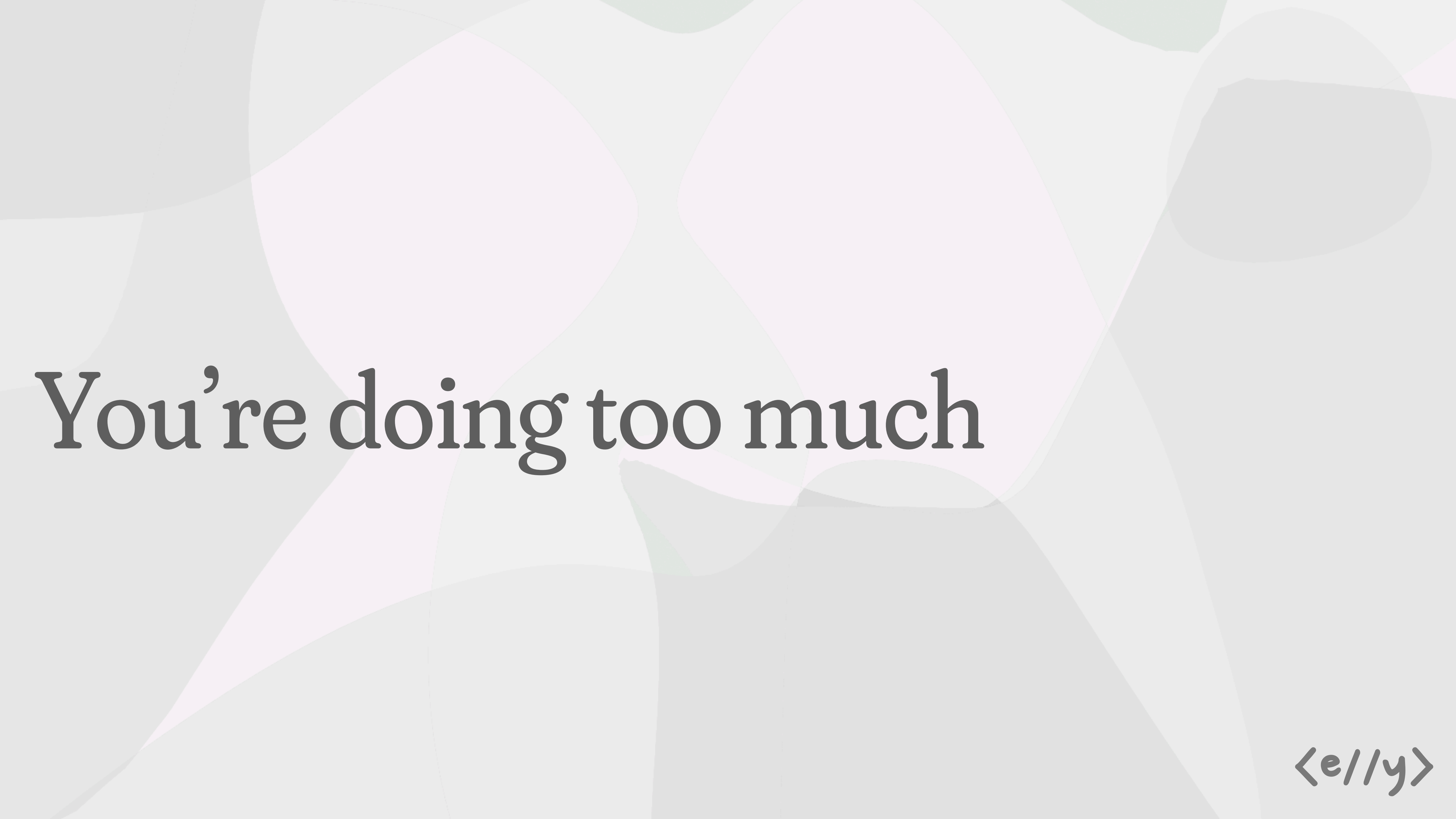
<e//y>





**Why does this matter?**

*<e//y>*



You're doing too much

<e//y>



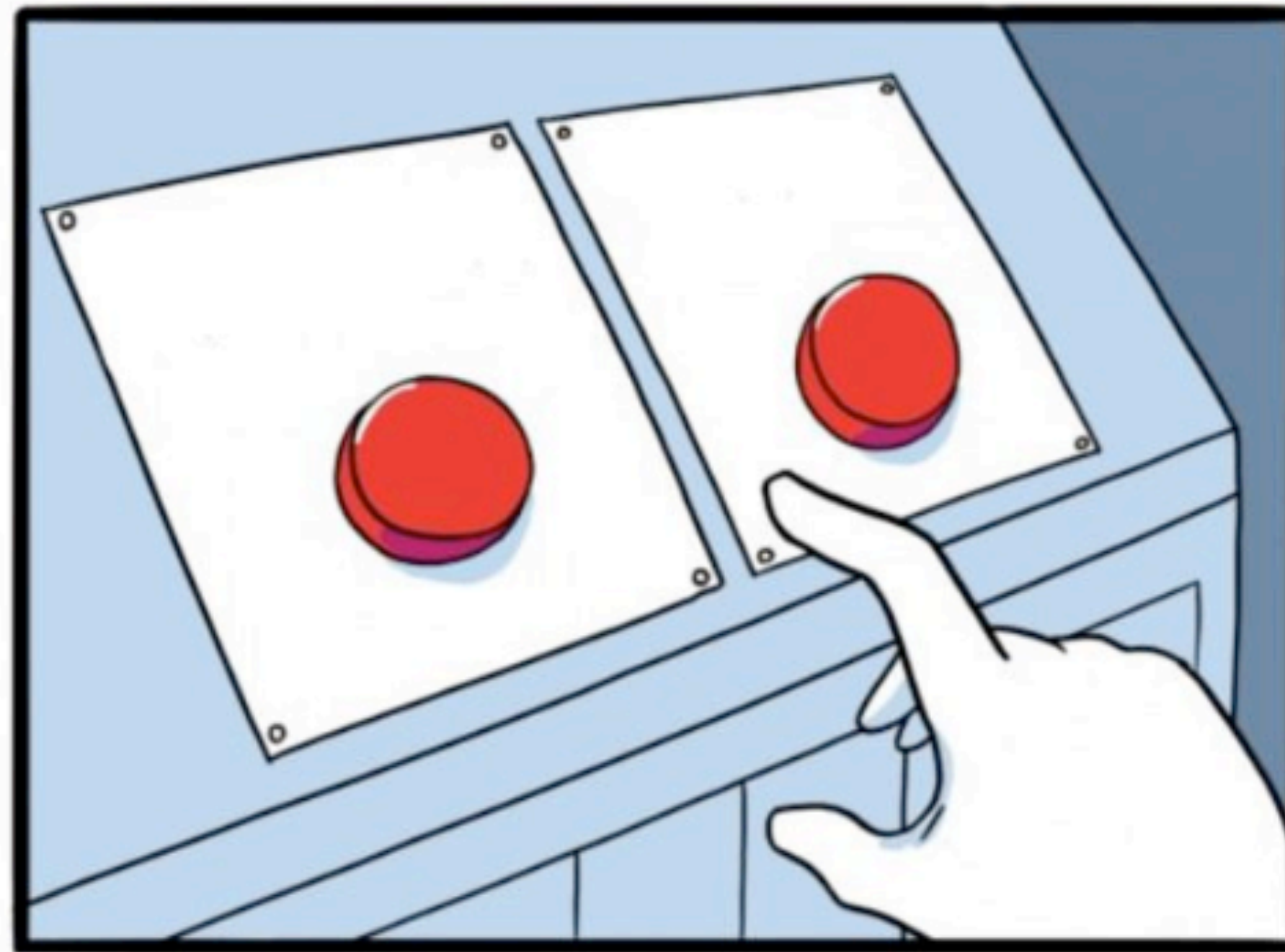
*Everyone* else deserves better

<e//y>





<e//y>



JAKE-CLARK.TUMBLR

<e//y>

This site uses cookies, is that a problem for you?

Not really, no

Yes

Please

Welcome

These terms are  
Website.

[Insert Company Name]  
[insert street] [insert city]  
[insert state / region] [insert country]

©lose 2024

By accessing this website we assume you accept these terms and conditions in full and agree to our [insert company or website name]'s website if you do not accept all of the terms and conditions of use, you will not be able to use our website.

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Hurry up, time is ticking!

00:04:25

Lock

How can we help?

Help

Send  
to bottom

Accept

VERHAER





**What now?**

<e//y>



Don't give up!

<e//y>

 A BOOK APART

Nº  
47

Ethan Marcotte

---

# YOU DESERVE A TECH UNION

---

<e//y>



<e//y>



# Advocate for preventing overwork

**AKA abolish full-stack roles**

Advocate for more  
specialised roles

<e//y>



Advocate for better quality

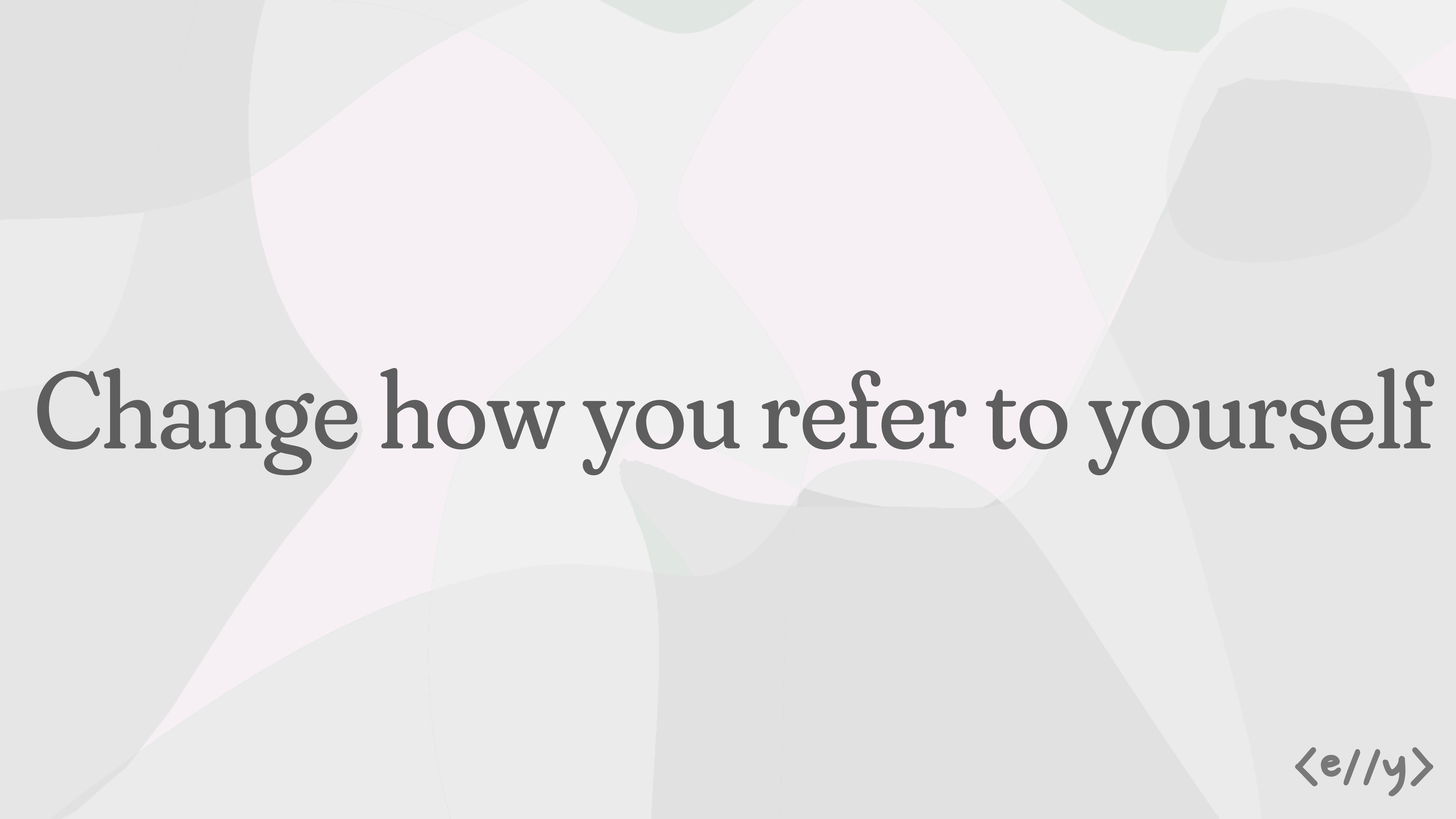
<e//y>



# Advocate for care

<e//y>





Change how you refer to yourself

<e//y>



# Change how others refer to you

<e//y>

# Leadership & management 🦊

<e//y>

# Thanks for listening!

 ellyloel.com

 @elly@front-end.social



<e//y>