

# NEIL DEWING

## SENIOR FRONT END DEVELOPER & UI/UX DESIGNER

[roosterdesign.co.uk](https://roosterdesign.co.uk)  
[linkedin.com/in/roosterdesign](https://linkedin.com/in/roosterdesign)



31/10/1982



Full UK, Clean

A meticulous, highly skilled Senior Front End Developer and UI/UX Designer with over 16 years of commercial experience in wireframing, designing and building interactive, responsive websites and software applications.

I specialise in writing clean, accessible, HTML5 and LESS/SASS alongside JavaScript (ES5+) and React in an Agile environment. A highly adaptable, creative problem solver, with a keen desire to develop new skills.



## EDUCATION

### UNIVERSITY OF GLOUCESTERSHIRE

September 2001 - July 2006

BSc Degree in E-Commerce and Information Technology

### TEWKESBURY SIXTH FORM

September 1999 - June 2001

A-Level in Business Studies, Design & Technology & Geography



## HOBBIES

Due to my passion for all things digital, I enjoy building on my knowledge of new programming languages and techniques which I can utilise to further my career and pass on this knowledge to those around me. In my spare time, I enjoy Darts, Bowling and gaming and I'm a bit of a movie nut. I also run a couple of YouTube channels dedicated Photography/Videography and another passion of mine, Airsoft.



## WORK

Examples of my work can be found at  
[roosterdesign.co.uk](https://roosterdesign.co.uk)



## PROFICIENCY

- > HTML5 / CSS3 (LESS/SCSS)
- > JavaScript (ES5/ES6+) / jQuery
- > React / GatsbyJS
- > GraphQL / Rest APIs / JSON
- > Angular 2+ / Vue.js knowledge
- > ASP.NET / Velocity / Razor / C# experience
- > Umbraco / WordPress / PHP / MySQL
- > NPM / Gulp / Babel / Webpack
- > GIT / TFS Version Control
- > CI/CD / Azure DevOps
- > Agile / Scrum / Kanban / Jira
- > CSS Methodologies (BEM / Atomic)
- > WCAG / WAI-ARIA Accessibility
- > Performance Optimisation / Lighthouse
- > A/B & Multivariate testing
- > Multilingual websites
- > UI/UX Design / Wireframing / Prototyping
- > Figma / Sketch / Adobe CC



## EMPLOYMENT HISTORY

### 4ROADS Front End Developer (Contract) | April 2021 - Present

4Roads is a digital agency with a number of large clients both locally and in the USA. I worked on a wide variety of projects ranging from creating multilingual websites, 3rd party community platforms, development of in-house software and mobile applications all within an Agile environment.

- > Working daily with HTML5, SCSS/LESS (BEM) and JavaScript (ES6).
- > Creating modern React components using hooks and styled components.
- > Using React and RESTful APIs to integrate with a custom headless CMS.
- > Using Velocity templating language working alongside Java Back End developers.
- > Lead Front End Developer on a variety of multilingual websites for large prestigious clients.
- > Ensuring WCAG accessibility and web optimisation is at the forefront of all development.
- > Creating UI designs as well as offering UX advice and recommendations.
- > Liaising with clients across a variety of industries.
- > Mentoring and assisting other Front End Developers.

### NRS HEALTHCARE Front End Developer (Contract) | Feb 2021 - April 2021

NRS Healthcare supply the NHS with mobility equipment and disability aids.

- > Using HTML, LESS and JavaScript (ES5+) to create templates for a reskinned healthcare shop.
- > Working closely with Back End Developers to integrate the templates with the backend.
- > Ensuring all work maintains pixel perfect accuracy against the designs.
- > Adopting a 'mobile first' approach to ensure the templates are fully responsive.
- > Ensuring all work passes WCAG Accessibility Guidelines.
- > Working with JIRA tickets and ensuring all work is documented.
- > Auditing other developers work and approving/rejecting (with suggestions) their work.

### HOLLAND & BARRETT UI/UX Developer (Contract) | Jan 2019 - Jan 2021

Holland & Barrett is the UK's Leading Health Retailer with both shops on the high street and websites for the UK, Netherlands, Belgium and Singapore.

- > Creating A/B tests using HTML5/CSS3/JavaScript/React to improve the user experience.
- > Using modern React concepts including hooks and styled components.
- > Converting existing jQuery codebase to vanilla JavaScript (ES5+).
- > Using APIs and internal data sources to manipulate data and the DOM.
- > Wireframing, designing and building bespoke landing pages.
- > Working with Git and CI/CD pipelines.
- > Ensuring all work passes WCAG accessibility guidelines.
- > Mentoring other developers and creating guidelines and standards for them to adhere to.

○ **TECH LABS** UI/UX Designer & Front End Developer (Contract) | May 2017 - Dec 2018

Technical Labs is a Software Development company in Coventry, with a variety of clients as well as developing in-house software applications.

- Writing clean, modular HTML5/CSS and JavaScript to deliver a responsive UI.
- Working in an Agile way, including daily stand-ups and Kanban boards.
- Working closely with C# ASP.NET developers to develop the front end.
- Working with AngularJS to add basic interactivity to websites and software applications.
- Ensuring code falls back gracefully and is accessible to all users abiding by WCAG.

○ **HPS** UI/UX Designer & Front End Developer (Contract) | June 2015 - May 2017

HPS is a multi-disciplined marketing agency based in Marlow.

- Acting as the lead Front End Developer on several large client sites including BMW, MINI, Rolls Royce and Orange.
- Translating designs into fully responsive websites optimised for mobile and search engines using HTML5/CSS3/JavaScript/jQuery.
- Ensuring websites conform to WCAG and are easily accessible to users across a range of devices.
- Using modular JavaScript to create bespoke interactive elements of the site and ensuring the site falls back gracefully.
- Introducing new techniques and best practices for the other Developers to adhere to, as well as introducing version control (Git).
- Tasked with developing the HPS client facing website, integrating with 3rd party APIs and a bespoke WordPress build.

○ **INSPIRED THINKING GROUP** Front End Developer (Contract) | April 2015 - June 2015

ITG is an award-winning design agency based at Fort Dunlop, Birmingham.

- Lead Front End Developer on a software application project for Heineken.
- Creating bespoke, clean modular widgets combining HTML5/CSS3/JavaScript/jQuery and PHP.
- Keeping the central codebase up to date using Git.
- Working closely with PHP Back End developers, designers and project managers.
- Iterating quickly to changes within the product specification.

○ **VALUE RETAIL** Front End Developer (Contract) | June 2013 - Dec 2014

Value Retail is a luxury retail company, offering outlet shopping for the world's leading brands in 10 retail villages across Europe/Asia.

- Lead Front End Developer tasked with creating bespoke online experiences including online gift card purchasing and Hotel booking.
- Working closely with Java Back End Developers, integrating my Front End templates with their code and utilising 3rd party APIs.

○ **HOMESERVE** Front End Developer (Contract) | Feb 2013 - May 2013

Homeserve provide home emergency insurance cover and domestic repairs to Britain's homes, based in Walsall.

- Working closely with the creative department and a team of ASP.NET developers on updating the Homeserve website.
- Bringing the current Front End architecture up to date including clean, semantic HTML5 markup and LESS preprocessors.

○ **ROOSTER DESIGN** Freelance/Outsourcing | March 2011 - Feb 2013

Through my company established in 2010, I took a break from contracting to concentrate on my own clients and acting as an outsource resource for a number of local agencies allowing me to learn and develop new skills though working on a wide range of varying projects.

○ **WAA** UI/UX Designer (Contract) | Jan 2011 - March 2011

WAA is an advertising and marketing agency with over 30 years' experience based in Sutton Coldfield.

- Creating innovative wireframes and storyboards based on a client's requirements, and iterating on these until approval.
- Taking the wireframes and turning these into high fidelity UI designs for a number of client's websites and software applications.

○ **BIG COMMUNICATIONS** Front End Developer (Contract/Freelance) | Oct 2011 - Oct 2012

BIG Communications is an award-winning creative agency based in Leicester with a wide variety of clients.

- Senior developer working on a number of large clients including Boots, Thorpe Park, Jewson, Wolf Blass and JCB.

○ **RAPPORT CREATIVE** Senior Web Designer (Contract/Freelance) | Oct 2010 - Oct 2012

Rapport Creative is a digital agency offering a wide range of services from websites to branding and literature, based in Kenilworth.

○ **BLUESKY INTERACTIVE** Senior Web Designer (Permanent) | March 2007 - Sep 2010

Bluesky Interactive is a digital marketing agency specialising in franchise car dealers based in Leamington Spa.