

# Steven Hall

## Frontend Development

Since 2000, I've worked on a huge variety of projects for a diverse range of clients, from the smallest startups to the largest multinationals. A master craftsman of clean, maintainable code with a keen eye for design – I work quickly to bring products to life with the care and attention they deserve, filling in gaps and adding details which really improve the quality and finesse of the final experience.

### **Rehab** 11/19 – 01/22

Returning to Rehab, I worked on various projects including...

**Video Chat App** – A video chat app for iOS featuring a variety of single and multi-user modes, with videos able to be broadcast live but also recorded for later use. An accompanying web app allows the configuration and moderation of live chat rooms, review and handling of recorded sessions and basic user admin.

Both the iOS app and the accompanying web app were built simultaneously by myself using React, React Native, Twilio Video and Firebase analytics, authorisation, cloud functions, realtime data and storage in around twelve weeks, including some significant changes to functionality along the way.

**3D Collectibles App** – A rich-immersive prototype for iOS combining a navigable 3D scene supported by a collectibles storefront, with storytelling through conventional UI, interactive video and augmented reality. Built using React Native, React Navigation, ThreeJS and Reality Composer in around six weeks.

Another prototype explored how these collectibles could be created through machine learning, using a model inspired by DNA. This included a web app where collectibles could be generated, manipulated in 3D, adjusted and scored. Built with React and ThreeJS in four weeks.

**Local Opportunity Finder** – Google's Local Opportunity Finder is a campaign encouraging businesses to list or enhance their business profile listing on Google and Google Maps by giving personalised suggestions based on their existing profile and business sector, all localised for several markets. Built with React and GSAP.

**Black Owned Friday** – Coinciding with Black Friday, Google's Black Owned Friday campaign aims to shift the narrative towards black-owned businesses with this shoppable video experience, featuring over 100 products in this original music video by T-Pain and Normani. Built with React, YouTube and GSAP.

**Spotify Kids** – To raise awareness for the Spotify Kids app, this interactive piece allows children of all ages to preview tracks by selecting emojis to create their own personalised playlist, with different tracks playing based on the mixture of emojis selected. Built with React, Lottie and Styled Components.

## **Kindeo** 09/18 – 10/19

Kindeo is a platform for sharing your life stories with loved ones. My challenge was to recreate the experience of their iPad-only app into a progressive web app for use across all devices. Progress was extremely fast, with the core experience (the result of four years of work) rebuilt in around six weeks. New features were then added to make the experience more collaborative and engaging.

Built with React, creating a component library enabled new layouts to be created with ease, while Redux and Axios made communication with the API intuitive and straightforward. What's more, a lot of the previously complicated state-management was handled by correctly leveraging URLs.

The result was a much cleaner, more intuitive codebase which allowed Kindeo's full-time developers to implement new features with vastly increased speed, efficiency and visual consistency.

## **CognitionX** 04/18 – 09/18

CognitionX is an online compendium of all things AI. Over the course of three years, the project had changed hands (and direction) so many times that the codebase had become almost completely unworkable.

Fortunately, I was able to completely rebuild the experience using React, Redux and Bulma in a much more intuitive way in only eight weeks, including some substantial design revisions.

Moving forwards, this allowed the entire dev team to knuckle down and achieve huge new features in otherwise impossible timeframes, ultimately helping to secure additional funding for the business.

## **Rehab** 03/17 – 04/18

During my first stint at Rehab, I became a valued member of the team, sharing my knowledge with others and advising them on some more agile ways of working, thereby increasing efficiency.

**Google Local Discovery** – Built with Polymer in around six weeks, the Local Discovery Engine was a rich, immersive experience to inform US business owners the importance of being listed on Google Maps – hooking into some big data from Google to show search data in their local area.

**Facebook** – A whole suite of sites developed for Facebook within a seemingly impossible timeframe, the largest of which was a pair of sites to teach digital skills to startups and individuals in India. All CMS-based and multilingual, with frontend built with React, Redux and Sass.

**Silicon Valley** – From the hit TV show Silicon Valley, Pipey is the digital assistant nobody wants or needs. Brought to life as a Chrome Extension, Pipey sits in your browser communicating with a chatbot engine to make hilarious yet unhelpful remarks about the websites you visit.

## **Beano** 08/16 – 10/16

Working among a dream-team of highly experienced designers and developers, my task was to quickly develop the new Beano.com site from a rough prototype to a highly polished website prior to a grand unveiling in front of the nation's media. Built using React and Redux with CSS Modules.

## **Toaster** 05/16 – 07/16

I was brought into Toaster to assist as Tech Lead during a period of increased workload. Duties involved managing a team of 20-25 developers split over offices in London, San Francisco, Singapore and India – working across a variety of projects almost exclusively for Google.

## **Head** 03/16 – 04/16

At Head I worked on a global help portal for Tesco, bringing the many fragmented help experiences from all of their websites into one simple, easy-to-use experience built with React. The trickiest part was consulting with developers in Tesco's Bangalore office on how best to structure a RESTful API.

**Hive** 06/13 – 02/16

During my time at Hive, I worked on a number of projects including...

**Google Consumer Barometer** – A tool to help users understand how people use the Internet around the world. The result is a tool which successfully masks its immense complexity behind a beautifully simple, yet powerful user interface. Built with Angular, Foundation, Less and Gulp.

**Google Chromebooks** – A static site promoting Google's new range of Chromebook computers. Working side-by-side with a designer, we set about creating a number of prototypes for user testing, iterating our way towards a final design. Built with Assemble, Foundation, Sass and Grunt.

**Google Nexus** – The main retail site for Google's range of phones and tablets. Joining a small team of developers, the requirement was to turn the site around in record time to tie in with the release of the latest handset. Built with Angular, Foundation, Sass and Grunt.

**Gree** 09/12 – 04/13

Lead a small team of developers in creating the UI for an iOS/Android football manager game.

**Digital Outlook / Doco** 06/10 – 09/12

Developed various games to promote movie releases from Disney, Pixar and Marvel.

**Squeeze Digital / DCH** 08/06 – 07/11

Created websites and games for the likes of Sharp, Nikon and Heart FM.

**Various** 09/04 – 08/06

Created various websites for small, local businesses.

**University of Wolverhampton** 09/01 – 06/04

BSc (Hons) Computer Aided Product Design – 2:1

**S-Cool!** 07/00 – 09/01

Created animations, puzzles and games for this school revision website.

**Chew Valley School** 09/93 – 07/00

9 GCSEs at grades A–C including Design & Technology (A), Science (BB) and Maths (C).

A-Levels in Design & Technology (B) and Physics (E).