

# ROB BARNES-GRAHAM

## EMPLOYMENT

**SEP 2015 - PRESENT**  
**Hearst Magazines**

Lead Commercial Engineer, leading a team focused on building products with a focus on increasing and generating revenue. This has included overseeing all technical requirements for commercial campaigns, ad technology as well as R&D for core-platform products aimed at improving site performance. Writing ES6 Javascript, Node, React, Gulp and SASS.

**DEC 2014 - JULY 2015**  
**Critical Mass**

Senior Front-End developer working on an international team for Citibank, building front-end components for an online rewards store using Vanilla JS, HTML, SASS, Gulp, Node & Browserify. Also required working in Java/JSP and Spring MVC.

**JAN 2014 - SEP 2015**  
**Freelance Consultant**

Front-End consultant working with a range of clients across the charity, sports and film industry. Worked with clients to educate them on modern best practices for front-end development, with a specific focus on improve page load times and overall performance.

**APR 2010 - DEC 2013**  
**Sports Interactive**

Started as a web developer and progressed to Lead. I architected and developed a bespoke CMS and worked closely with the SEGA UX team on building the front-end. Started in LAMP before conversion to Angular towards the end of my time at the studio.

**JUN 2008 - APR 2010**  
**SEGA**

Working for Football Manager responsible for design and development of community website, email marketing and management of social media.

## RECENT WORK

**DIGITAL SPY**  
**Performant Prototype**

Architected a prototype for Digital Spy, using Node / Express and a bespoke javascript framework built for universal rendering of components. Resulted in halved load times, better engagement, higher page views, and higher revenue when A/B tested.

**HEARST**  
**Ad Tech Refactor**

Spearheaded a project looking into ad performance across the global Hearst portfolio. Built a javascript framework in ES6 (using Babel) that enables much more granular control and prioritisation over the 3rd party scripts being loaded on Hearst sites and faster loading times.

**XMAS GIFT GUIDE**  
**Node / Express App**

Architected a detached front-end stack using Node / Express and Handlebars templates digesting content from a Wordpress API. Page load was half previous iteration, resulting in higher engagement.

**CITIBANK**  
**Rewards Store**

Built front-end components, including shopping functionality, for international rewards website. Also built a Node app that automated email template development.

## EDUCATION

**Nottingham University**  
**2004 - 2007**

Digital Business & e-Commerce

## SKILLS

**Languages**

Javascript (incl. ES6, Node, React, Angular experience) / CSS3 (SASS / BEM) / HTML5 / MySQL / NoSQL / PHP

**Software**

PHPStorm as an IDE. Also experienced with Photoshop and Sketch.