

Bruce Taylor

Front End Web Developer / UI Developer / UI Engineer

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Profile Summary

I am a seasoned frontend web developer and user interface engineer with nearly 20 years of experience creating user-centric web experiences. Many of those in the travel industry as a senior / lead developer designing and developing ecommerce front-end solutions for Airmiles, Avios, and IAG Loyalty.

I am well suited to and enjoy roles that balance the user & developer experiences, and empower the team to write great code in whatever way feels right to them, while ensuring that the user experience is not negatively impacted. I strive to create web experiences that look and work well on any device that can connect to the internet, while keeping user demands and business objectives in mind.

Technical Skills

- HTML, CSS, JavaScript
- SASS / SCSS
- Static Site Generators (11ty, Jekyll)
- Web frameworks (Astro, Svelte, Vue, React)
- Web libraries (jQuery, Bootstrap)
- Templating languages (Nunjucks, Liquid, Handlebars)
- Dev & build tools (Gulp, Vite, Rollup.js, PostCSS, SVGO, Babel, Node, Retool, Swagger, NPM, Yarn)
- Version control (GitHub, GitLab, Bitbucket)
- CMS (Contentful, Netlify CMS, Umbraco, WordPress)
- UI component library builders (Fractal, Storybook)
- Design tools (Photoshop, Figma, Zeplin)
- Responsive Web Design / Intrinsic Web Design / Adaptive Web Design
- Web Standards / Web Accessibility
- Progressive Enhancement / Progressive Web Apps / Service Workers
- Cross Browser Compatibility / Performance optimisation / SEO

Professional Experience

UX Brighton, Senior Frontend Web Developer - (Freelance)

February 2022 – Present

- Working with Danny Hope and the UX Brighton team to enhance and optimise their user interface, overall website experience, developer experience, content management workflow and SEO.

Brunswick Group, Frontend Web Developer - (Contract)

January 2023 – February 2023

- Developed & enhanced corporate communication B2B websites.

Currys plc, Web Developer - (Contract)

July 2022 – December 2022

- Successfully migrated the Carphone Warehouse website to a newer content platform within 3 weeks.
- Enhanced & optimised the UI and usability of Mobiles.co.uk and e2save.

Brunswick Group, Frontend Web Developer - (Contract)

April 2022 – June 2022

- Developed engaging corporate communication SPA microsites for Naspers using Vue.js and a headless WordPress CMS configuration.

Boston T Party, Senior Frontend Web Developer - (Freelance)

February 2022 – April 2022

- Built a new, modern, and fast PWA website for Boston T Party.
- Data and bandwidth are a premium in South Africa so focussed particularly on performance & resilience using progressive enhancement and offline caching methods.

“Career Break”

October 2021 – February 2022

Took some time out after my last long (3 year) contract to regroup and think about what direction I'd like to head in career-wise. Also gave me a chance to reconnect with my family, pursue some hobbies (photography & trout fishing) – as well as trying out some newer web technologies.

IAG Loyalty, Senior Frontend Web Developer - (Contract)

October 2018 – October 2021

- Successfully delivered fast PWA B2B websites with a focus on usability, accessibility, progressive enhancement, performance & resilience baked in.
- Instrumental in researching, planning & configuring a scalable SaaS micro-frontend configuration that focussed on reusability & themeable / whitelabel components.

Euromoney, Frontend Web Developer - (Contract)

May 2018 – October 2018

- Developed a reusable & extensible front-end starter kit from scratch that builds modular web components / pattern libraries quickly.
- Enabled Euromoney to build and deploy their 'Fastmarkets' B2B websites efficiently & effectively.

Brunswick Group, Front End Developer - (Contract)

(March 2017 – October 2017) & (January 2018 – March 2018)

- Developed corporate communication websites for clients like Puma, Mondi, and Greenbrier.

Analog Implant Laboratory, Front End Designer & Developer - (Freelance)

December 2016 – February 2017

- Redesigned & built Analog Implant Laboratory's new B2B website from the ground up.

Time Inc. UK, Front End Developer - (Contract)

July 2016 – November 2016

- Developed a responsive and customisable web solution on their WordPress Multisite application.

Charanga Music, Front End Developer - (Freelance)

April 2016 – May 2016

- Built a reusable, extensible, responsive, and accessible front-end library / boilerplate.
- This enabled Charanga to deploy future web offerings quickly, efficiently without compromising on quality front end standards.

Pegasus, Front End Developer - (Contract)

(February 2016 – April 2016) & (May 2016 – June 2016)

- Developed & enhanced brochure websites for Pegasus' healthcare clients.

Macmillan Cancer Support, Front End Developer - (Contract)

September 2015 - December 2015

- Successfully delivered frontend web solutions for Macmillan, in line with their core website brand identity and business proposition.

Avios, Senior Front End Designer, Developer & Manager - (Permanent)

December 2004 - September 2015

- Initiated, delivered & played a key role in the successful rolling out of the first 'responsive' version of Avios.com in 2013.
- I led a team of web designers & developers in the successful website rebranding of Airmiles to Avios.
- I introduced and successfully implemented the OOCSS / SMACSS methodology to deliver modular code (HTML & CSS) components that could sit in any page layout context.
- Drove consideration of user experience and user-centred design within the business and implementation of it within the digital development programme.
- Led, influenced, and drove the implementation of web standards and web accessibility.
- Coached junior frontend developers.