

Bruce Taylor

Front End Web Developer / UI Developer / UI Engineer

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Professional Summary

I'm a seasoned Frontend Web Developer & UI Engineer with over 15 years of experience creating user-centric web experiences. More than 10 of those in the travel industry as a senior developer designing & developing ecommerce front-end solutions for Airmiles, Avios and IAG Loyalty.

User-centricity is very important to me. In other words, I strive to create web experiences that look and work well on any device that can connect to the internet, while also taking user needs and business goals into account.

I have extensive experience working on small, medium, and large Agile-type projects, and I communicate and collaborate effectively with both technical and non-technical people.

Technical Skills

- HTML / CSS / SCSS / JavaScript / Node.js / NPM / REST / GraphQL
- Jamstack / Netlify / GitHub Pages / Service Workers
- Static site builders (Jekyll, Eleventy)
- Frontend web frameworks (Astro, Svelte, Vue.js)
- Templating languages (Nunjucks, Liquid, Handlebars)
- Build tools (Grunt, Gulp, Parcel, Rollup.js)
- Version control (GitHub, Bitbucket)
- CMS (Contentful, Netlify CMS, Umbraco, WordPress)
- UI component library builders (Fractal, Storybook)
- Photoshop / Figma / Zeplin
- Responsive Web Design / Intrinsic Web Design / Adaptive Web Design
- Progressive Enhancement / Progressive Web Apps
- Design Systems / Style Guides / CSS Architecture
- Cross Browser Compatibility / Performance optimisation (Frontend)
- Web Standards / Web Accessibility (WCAG, WAI)

Professional Experience

Currys plc, Web Developer - (Contract)

July 2022 – Present

Enhancing Currys' subsidiary websites - Carphone Warehouse, Mobiles.co.uk and e2save.

Brunswick Group, Frontend Web Developer - (Contract)

April 2022 – June 2022

Developed engaging corporate communication SPA microsites for Naspers.

Tech: HTML | CSS | SCSS | JavaScript | Vue.js | Vuex | Vue Router | GSAP | NPM | Node.js | Bitbucket | Git | WordPress (Headless CMS) | Figma.

UX Brighton, 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 and content management workflow.

Tech: HTML | CSS | SCSS | JavaScript | Jekyll | Jamstack | Node.js | Git | GitHub Pages | Netlify | Netlify CMS | Figma.

“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 on a few personal projects.

IAG Loyalty, Senior Frontend Web Developer - (Contract)

October 2018 – October 2021

- Built new, modern, and fast PWA B2B websites for IAG Loyalty.
- Successfully delivered 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.

Tech: HTML | CSS | SCSS | JavaScript | React | Next.js | TypeScript | Service Worker | Eleventy | Nunjucks | Jamstack | Jest | Contentful | GraphQL | Storybook | NPM & Yarn | Gulp | Monorepo | Bitbucket | Netlify | AWS | Figma | Zeplin.

Euromoney, Frontend Web Developer - (Contract)

May 2018 – October 2018

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

Tech: HTML | CSS | SCSS | JavaScript | jQuery | Handlebars | Grunt | Photoshop | Zeplin | Fractal | Bitbucket.

Brunswick Group, Front End Developer - (Contract)

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

Developed & enhanced corporate communication websites (eg. Puma, Mondi, Greenbrier).

Tech: HTML | CSS | SCSS | JavaScript | jQuery | Grunt | Photoshop | Bitbucket | .NET Razor Views | Umbraco CMS.

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

December 2016 – February 2017

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

Tech: HTML | CSS | SCSS | PHP | JavaScript | jQuery | Grunt | Photoshop | Bitbucket | Responsive Design | Progressively enhanced | WCAG / WAI.

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.
- 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 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.
- In 2011, I led a team of web designers & developers in the successful website rebranding of Airmiles to Avios.
- In 2010, 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 across their digital channels.
- Coached junior frontend developers in coding best practices, development cycles and methods of delivery.