Bruce Taylor

Front End Web Developer / UI Developer / UI Engineer

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Professional Profile

I'm a highly skilled and experienced Frontend Web Developer & UI Engineer based in West Sussex, England, and have been assisting small businesses, companies, and organisations bring their website projects to life since 2004.

I place a high value on user-centricity. That is, I strive to create web experiences that look and function well on any device that can connect to the internet, while also taking user needs and business goals into account. Simultaneously laying the groundwork for long-term success by making it usable, accessible, responsive, performant, and resilient.

Professional Experience

IAG Loyalty, Senior Frontend Web Developer - (Contract)

iagloyalty.com *(October 2018 – October 2021)*

- Built new, modern, and fast PWA B2B websites for IAG Loyalty. Big focus on usability, accessibility, progressive enhancement, performance & resilience.
- Frontend configuration & building of a reusable & themeable / whitelabel components library.

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

Euromoney, Frontend Web Developer - (Contract)

www.euromoneyplc.com *(May 2018 – October 2018)*

- Developed a reusable & extensible front-end starter kit that builds modular web components / pattern libraries. Fastmarkets (www.fastmarkets.com) being the first website to use this solution.

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

Merchantcantos, Front End Developer - (Contract)

www.merchantcantos.com *(January 2018 – March 2018)* **and** *(March 2017 – October 2017)*

- 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)

analog-lab.co.uk *(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)

www.timeincuk.com *(July 2016 – November 2016)*

- Fun & collaborative team environment developing a responsive and customisable web solution on their WordPress Multisite application.

Pegasus, Front End Developer - (Contract)

www.thisispegasus.co.uk *(May 2016 – June 2016)* **and** *(February 2016 – April 2016)*

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

Charanga Music, Front End Developer - (Freelance)

www.charanga.com *(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.

Macmillan Cancer Support, Front End Developer - (Contract)

www.macmillan.org.uk *(September 2015 - December 2015)*

- Successfully built and enhanced frontend solutions for their brand identity and business proposition.

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

www.aviosgroup.com *(December 2004 - September 2015)*

- Initiated and delivered 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 website rebranding of Airmiles to Avios.
- In 2010, I introduced and 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 and influenced 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.

Skills Summary

- HTML / CSS / SCSS / JavaScript (ES5 & ES6) / jQuery / TypeScript
- Node.js / NPM / Yarn / Monorepo
- Frontend frameworks (Svelte, Vue.js)
- Templating languages (Nunjucks, Handlebars, Liquid)
- Jamstack / Netlify / GraphQL / SSG (Eleventy, Astro)
- Build tools (Grunt, Gulp, Parcel, Browserify, Rollup.js)
- Version Control (GitHub, Bitbucket)
- CMS (Contentful, Netlify CMS, Umbraco)
- Photoshop / Figma / Zeplin
- Responsive Web Design
- Intrinsic Web Design
- Adaptive Web Design
- Progressive Enhancement
- Progressive Web Apps
- Design Systems
- Frontend Pattern & Component Libraries
- Style Guides
- CSS Architecture
- Modular web component creation
- Cross Browser Compatibility
- Web Standards
- Web Accessibility (WCAG / WAI)
- Performance optimisation (Frontend)
- Agile (Scrum & Kanban)