Bruce Taylor

Senior Frontend Developer / UI Engineer

E: brootaylor@gmail.com   brootaylor.com / LinkedIn / GitHub
T: 07832 215 335

Profile Summary

I'm a seasoned frontend web developer and user interface engineer with almost two decades of experience crafting user-friendly websites. I've spent a significant portion of those years in the travel industry, working as a senior and lead developer on successful ecommerce projects for renowned travel industry brands such as Airmiles, Avios, and IAG Loyalty.

I specialise in the "front-of-the-front-end," where design and backend engineering intersect. I excel in roles that balance user and developer experiences, empowering teams to write great code in a way that feels right to them while ensuring a positive user experience.

I have a knack for quickly picking up new skills and programming languages, coupled with strong problem-solving abilities. My core technical expertise lies in HTML, CSS, progressively enhanced JS, responsive design, Progressive Web Apps (PWAs), web performance, web accessibility, static site generation (Eleventy, Jekyll, Astro). Additionally, I have hands-on experience with Node.js, configuring APIs, optimising JavaScript bundlers, as well as streamlining build and deployment processes, and CI/CD workflows to improve frontend development efficiency.

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

- Helping UX Brighton to enhance and optimise their website's 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 a 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.