

# BRUCE TAYLOR

FRONT END WEB DEVELOPER / UI DEVELOPER / UI ENGINEER

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## PROFESSIONAL PROFILE

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I'm a highly skilled and experienced Frontend Web Developer & UI Engineer based in West Sussex, England. I've been helping small businesses, companies and organisations build their websites for over 15 years and have a proven track record of delivering web solutions on time and to a high standard.

I enjoy a team environment and am told I communicate and work well with technical and non-technical people alike. I always aim to build web solutions that are resilient, usable, and as future-friendly as possible with a keen focus on user-centricity, responsive & intrinsic design, progressive enhancement, accessibility, semantic markup, web standards and performance.

## PROFESSIONAL EXPERIENCE

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### IAG LOYALTY | SENIOR FRONTEND WEB DEVELOPER - (CONTRACT)

[iagloyalty.com](http://iagloyalty.com)

(October 2018 – October 2021)

- Created and developed the IAG Loyalty B2B 'corporate' ([iagloyalty.com](http://iagloyalty.com)) and 'careers' ([careers.iagloyalty.com](http://careers.iagloyalty.com)) websites from scratch.

**Tech:** HTML | CSS | SCSS | JavaScript | Service Worker | SSG (Eleventy) | Jamstack | Yarn | NPM | Gulp | Monorepo | Bitbucket | Netlify | Figma.

- Frontend configuration & building of reusable & themeable / whitelabel components library.

**Tech:** HTML | CSS | SCSS | React | Next.js | TypeScript | Jest | Contentful | GraphQL | Storybook | Yarn | Bitbucket | AWS | Zeplin.

- Supported existing legacy frontend codebase for avios.com market websites.

### EUROMONEY | FRONTEND WEB DEVELOPER - (CONTRACT)

[www.euromoneyplc.com](http://www.euromoneyplc.com)

(May 2018 – October 2018)

Developed a reusable & extensible front-end starter kit that builds modular web components / patterns. Fastmarkets ([www.fastmarkets.com](http://www.fastmarkets.com)) was the first website to be built using this solution.

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

## MERCHANTCANTOS | FRONT END DEVELOPER - (CONTRACT)

[www.merchantcantos.com](http://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](http://analog-lab.co.uk)

December 2016 – February 2017

Redesigned and developed Analog Implant Laboratory's new website from scratch.

**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](http://www.timeincuk.com)

July 2016 – November 2016

Worked in a collaborative team to develop a responsive and customisable web solution on their WordPress Multisite application.

**Examples:** [www.marieclaire.co.uk](http://www.marieclaire.co.uk), [www.idealhome.co.uk](http://www.idealhome.co.uk)

## PEGASUS | FRONT END DEVELOPER - (CONTRACT)

[www.thisispegasus.co.uk](http://www.thisispegasus.co.uk)

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

Developed / enhanced brochure websites for Pegasus' healthcare clients.

**Examples:** [www.pegasuspulse.com](http://www.pegasuspulse.com), [www.talkingeczematool.co.uk](http://www.talkingeczematool.co.uk), [www.rapidwhite.co.uk](http://www.rapidwhite.co.uk)

## CHARANGA MUSIC | FRONT END DEVELOPER - (FREELANCE)

[www.charanga.com](http://www.charanga.com)

April 2016 – May 2016

Developed a reusable, extensible, responsive, and accessible front-end framework / boilerplate from scratch.

## MACMILLAN CANCER SUPPORT | FRONT END DEVELOPER - (CONTRACT)

[www.macmillan.org.uk](http://www.macmillan.org.uk)

September 2015 - December 2015

Delivered front-end web solutions in line with their brand identity and business proposition.

# AVIOS | SENIOR FRONT END DESIGNER & DEVELOPER - (PERMANENT)

[www.aviosgroup.com](http://www.aviosgroup.com)

December 2004 - September 2015

- Led and influenced the implementation of web standards and web accessibility across their digital channels.
- Drove consideration of user experience and user-centred design within the business and implementation of it within the digital development programme.
- Coached junior front end developers in our coding best practices, development cycles and methods of delivery.
- Led team of web designers & developers in the web interface rebranding of Airmiles to Avios.
- Initiated and was responsible for rolling out the first 'responsive' version of Avios.com.

## SKILLS SUMMARY

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|--|---------------------------------------|
| • HTML                                   | • Responsive Web Design               |
| • CSS                                    | • Intrinsic Web Design                |
| • SCSS                                   | • Progressive Enhancement             |
| • JavaScript (ES5 & ES6)                 | • Progressive Web Apps                |
| • TypeScript                             | • Design Systems                      |
| • Handlebars / Nunjucks / Liquid         | • Frontend Pattern Libraries          |
| • Svelte / Astro / Eleventy              | • Style Guides                        |
| • Jamstack / SSG / Netlify / GraphQL     | • CSS Architecture                    |
| • Node.js / NPM / Yarn                   | • Modular web component creation      |
| • Gulp / Browserify / Parcel / Rollup.js | • Cross Browser Compatibility         |
| • GIT / Bitbucket / Monorepos            | • Web Standards                       |
| • Fractal                                | • Web Accessibility (WCAG / WAI)      |
| • CMS (Contentful, Netlify CMS, Umbraco) | • Performance optimisation (frontend) |
| • Photoshop / Figma / Zeplin             | • Agile (Scrum & Kanban)              |