

Bruce Taylor

Senior Frontend Developer / UI Engineer

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Profile Summary

I'm an experienced frontend web developer with nearly 20 years of expertise in creating user-friendly websites. My background includes senior and lead developer roles in the travel industry, where I successfully contributed to ecommerce projects for renowned brands like Airmiles, Avios, and IAG Loyalty. Specialising in the "front-of-the-frontend", where design and backend engineering intersect, I excel in roles that balance user and developer experiences.

With a knack for learning new skills and programming languages, coupled with effective communication, I bring strong problem-solving abilities to the table. My core skills include HTML, CSS, progressively enhanced JS, responsive design, PWA's, static site generation, web performance, and web accessibility. Additionally, I have practical experience with Node.js, API configuration, JavaScript bundler optimisation, and streamlining build and deployment processes to enhance frontend development efficiency.

Technical Experience & Skills

- HTML, CSS, SASS / SCSS, LESS, JavaScript
- 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

- Enhancing and optimising their user interface, overall website experience, developer experience, content management workflow and SEO.
- Rebuilt the UX Brighton job board so it renders as a MPA rather than a SPA.
- Built logic to dynamically include valid structured schema data in every job & event page at build time. Automatically notifies Google of these changes.

Brunswick Group, Senior Frontend Web Developer - (Contract)

Years: 2023, 2022, 2018 & 2017

- Developed engaging corporate communication websites with Brunswick Group.
- Built MPA and SPA website offerings for clients like Puma, Mondi, Greenbrier, Naspers & VARO.

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.

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

February 2022 – April 2022

- Built a fast PWA website for Boston T Party.
 - Focussed on performance & resilience using progressive enhancement and offline caching methods as data and bandwidth are a premium in South Africa.
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“Career Break”

October 2021 – February 2022

Took some time out 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 built fast PWA B2B websites from scratch for IAG Loyalty.
- Big focus on usability, accessibility, progressive enhancement, performance & resilience.
- Instrumental in researching, planning & configuring the beginnings of 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.
- Participated in and presented at internal Hackathon days.

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.
- Approached the design and development with 'Mobile First' in mind and built it responsively to work on as many screens and devices as possible.
- Progressively enhanced and makes substantial use of WCAG.

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

July 2016 – November 2016

- As a team we developed a responsive, customisable & themeable web solution on their WordPress Multisite application.
- Enabled the accelerated creation, building, and deployment of websites such as Marie Claire, Home & Gardens, Country Life, and Decanter.

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 – 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.
- Participated in and presented at internal Hackathon days.

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

December 2004 - September 2015

- The senior / lead developer designing and developing ecommerce front-end solutions for Airmiles & Avios.
- Coached front-end developers and back-end implementation teams in our coding best practices, development cycles and methods of delivery.
- Led, influenced, and drove web standards and web accessibility implementation across our digital channels to ensure website quality and stability.
- Drove consideration of user experience and user-centred design within the business and implementation of it within the digital development programme.