

Bruce Taylor

Frontend Web Developer / UI Engineer

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Profile Summary

I'm an experienced frontend web developer with nearly two decades of expertise in creating resilient, usable, and future-friendly websites. Throughout my career, I have held senior and lead developer positions in the travel and loyalty industry, working with renowned brands such as Airmiles, Avios, and IAG Loyalty. I specialise in the "front-of-the-frontend," where design and backend engineering intersect, and excel in roles that balance user and developer experiences while ensuring a positive user experience.

My diverse skill set includes expertise in HTML, CSS, progressively enhanced JS, responsive design, Progressive Web Apps (PWA), Static Site Generation (SSG), web performance optimisation, and web accessibility. I also have practical experience with Node.js, API configuration, JavaScript bundler optimisation, and streamlining build and deployment processes to enhance frontend development efficiency. With my extensive experience as a senior and lead frontend developer, a passion for learning new skills and programming languages, and a commitment to excellence, I am an ideal candidate for roles that require leadership, technical expertise, and a dedication to delivering outstanding user experiences.

Technical Experience & Skills

- HTML, CSS, SASS / SCSS, LESS, JavaScript
- Static Site Generators (11ty, Jekyll), Web frameworks (Astro, Svelte, Vue, React)
- Templating languages (Nunjucks, Liquid, Handlebars), Web libraries (jQuery, Bootstrap)
- Build & test tools (Gulp, Vite, Rollup.js, PostCSS, SVGO, Babel, Node, NPM, Yarn, Jest)
- 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
- Cross Browser Compatibility / Performance optimisation / SEO

Professional Experience

UX Brighton, Web Development - (Freelance)

February 2022 – Present

- Improving the overall user interface, website experience, developer experience, content management workflow, and SEO optimisation of the UX Brighton website.

Brunswick Group, Senior Frontend Web Developer - (Contract)

Years: 2023, 2022, 2018 & 2017

- Collaborated with Brunswick Group to create captivating corporate communication websites.
- Constructed MPA and SPA website solutions for clients such as Puma, Mondi, Greenbrier, Naspers, and VARO.

Currys plc, Web Developer - (Contract)

July 2022 – December 2022

- Completed the migration of the Carphone Warehouse website to a more advanced content platform in just 3 weeks.
- Improved and optimised the user interface and usability of Mobiles.co.uk and e2save to enhance the overall experience.

Boston T Party, Web Development - (Freelance)

February 2022 – April 2022

- Developed a high speed PWA website tailored for Boston T Party, emphasising performance and resilience through progressive enhancement and offline caching techniques. This was particularly crucial considering the limited data and bandwidth availability in South Africa.
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“Career Break”

October 2021 – February 2022

I decided to take a break and reflect on the path I wanted to take in my career. During this time, I also took the opportunity to spend time with my family, explore my interests in photography and trout fishing, and experiment with newer web technologies.

IAG Loyalty, Senior Frontend Web Developer - (Contract)

October 2018 – October 2021

- Developed high performance PWA B2B websites for IAG Loyalty (Monorepo).
- Placed significant emphasis on enhancing usability, accessibility, performance, and resilience.
- Played a key role in exploring, strategising, and implementing a scalable SaaS micro-frontend setup (React & Next.js) that prioritised reusable, themeable, and customisable components.

Euromoney, Frontend Web Developer - (Contract)

May 2018 – October 2018

- Created a customisable and scalable frontend starter kit, allowing for rapid development of modular web components and pattern libraries.
- Streamlined the process for Euromoney to efficiently build and deploy their 'Fastmarkets' B2B websites (.NET MVC application).
- Actively engaged in internal Hackathon days, contributing, and delivering presentations.

Analog Implant Laboratory, Web Development - (Freelance)

December 2016 – February 2017

- Constructed a brand new B2B website for Analog Implant Laboratory, implementing a comprehensive redesign.
- Adopted a 'Mobile First' approach during the design and development process, ensuring full responsiveness across various screens and devices.
- Significantly incorporated WCAG guidelines, progressively enhancing the website's accessibility.

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

July 2016 – November 2016

- Working collaboratively, our team created a dynamic web solution on their WordPress Multisite application that is adaptable, customisable, and supports various themes.
- Facilitated rapid website creation, development, and deployment for renowned brands like Marie Claire, Home & Gardens, Country Life, and Decanter.

Charanga Music, Frontend Web Development - (Freelance)

April 2016 – May 2016

- Developed a frontend library / boilerplate that is reusable, extensible, responsive, and accessible.
- Empowered Charanga to efficiently deploy upcoming web offerings without compromising on high 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

- Effectively provided Macmillan with frontend web solutions that aligned seamlessly with their core website brand identity and business proposition (.NET MVC application).
- Actively engaged in internal Hackathon days, contributing, and presenting innovative ideas.

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

December 2004 - September 2015

- In my role as the senior / lead developer, my responsibilities included developing ecommerce frontend solutions for Airmiles & Avios.
- I offered guidance and training to front-end developers and back-end - (Java-based 'Spring' application & bespoke Oracle-based CMS) - implementation teams to ensure adherence to our coding best practices and development processes.
- I spearheaded the integration of web standards and web accessibility practices throughout our digital channels, ensuring the delivery of high quality and stable websites.
- I strongly advocated for user experience and user-centred design within the organisation, integrating it into the digital development program.