Bruce Taylor - Frontend Web Developer / UI Developer

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Profile Summary

I'm a seasoned Senior Frontend Web Developer / UI Developer / UI Engineer with nearly two decades of experience. I have a strong track record of crafting user-friendly, responsive, accessible, and resilient websites in a wide range of sectors, with many of them in the travel and loyalty sector where I made substantial contributions to projects for renowned brands like Airmiles, Avios, and IAG Loyalty. I specialise in the 'front-of-the-frontend', the somewhat broad and fuzzy intersection between design and back-end engineering. I excel in roles that balance user and developer experiences while ensuring a positive user journey.

With my extensive background as a Frontend Developer, a deep understanding of Frontend and UI development, an eagerness to learn new skills and programming languages, a commitment to excellence, and an ability to work with both technical and non-technical people, I believe I am an ideal candidate for roles requiring leadership, technical prowess, and a dedication to delivering exceptional user experiences.

Key Technical Experience & Skills

- HTML5, CSS, SCSS, LESS, JavaScript (ES5 & ES6+)
- Static Site Generators & Web frameworks (11ty, Jekyll, Astro, Svelte, Vue)
- Templating languages & Libraries (Nunjucks, Liquid, Handlebars, jQuery, Bootstrap, GSAP)
- Dev tools (Vite, Rollup.js, Webpack, Gulp, PostCSS, Babel, Node, Jest, Cypress)
- Version control, Build & deployment (GitHub, GitLab, Bitbucket, Netlify, Azure DevOps)
- Content Management (WordPress, Umbraco, Netlify/Decap CMS, Contentful)
- Design tools & UI component library builders (Photoshop, Figma, Zeplin, Fractal, Storybook)
- Responsive Web Design / Themeable Design System Configuration
- CSS Architecture / Component-based Frontend Architecture
- Web Standards / Web Accessibility / Progressive Enhancement / Progressive Web Apps
- Cross Browser Compatibility / Performance optimisation / Search Engine Optimisation

Experience Summary

Hugo & Cat: *(Oct 2023 – Dec 2023: Contract)*

- Worked on a website for one of Hugo & Cat's clients, ECARX, featuring a substantial amount of animation and interactivity.
- Umbraco based website, incorporating a Storybook component library for the site build.
- Frontend development of the site using HTML, SCSS / CSS, JavaScript, GSAP, Handlebars, Cypress and Storybook.

Tech: *HTML5, CSS, SCSS, JavaScript, GSAP, Handlebars, Storybook, Webpack, Gulp, Cypress, Umbraco, .NET Razor Views, Azure DevOps, Figma.*

UX Brighton: *(Feb 2022 – Present: Freelance)*

- Enhancing and optimising UX Brighton's user interface, overall website experience, developer experience, content management workflow, search / filtering, and SEO.
- Rebuilt the UX Brighton job board so it renders as a MPA rather than a SPA.
- Built logic to dynamically inject valid *'JobPosting'* and *'Event'* structured JSON schema data into every job & event page at build time – further improving SEO.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Jekyll, Liquid, JSON, GitHub, GitHub Pages, Node.js, Retool, Swagger, Netlify, Netlify CMS, Google Analytics, Figma, Photoshop.*

Brunswick Group: *(Repeats: Jan–Feb 2023, Apr–Jun 2022: Contracts)*

- Developed & enhanced CMS driven MPA and SPA corporate communication websites for some of their clients such as: Naspers / Prosus, Ariel Investments and Varo.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Vue.JS, VueX, Vue Router, GSAP, Bootstrap 5, Bitbucket, WordPress (Headless CMS & Advanced Custom Fields), Umbraco, Photoshop, Figma, JIRA, Confluence.*

Currys plc: *(Jul 2022 – Dec 2022: Contract)*

- Successful migration of the Carphone Warehouse website to a more advanced (in-house) content management platform.
- Improved and optimised the user interface and usability of Mobiles.co.uk and e2save.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, PHP, Twig, Docker, GitLab, Photoshop, JIRA, Confluence.*

Boston T Party: *(Feb 2022 – Apr 2022: Freelance)*

- 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.

Tech: *HTML5, CSS, SCSS, JavaScript, Service Worker, PWA manifest, Eleventy, Nunjucks, Jest, Rollup.js, Node.js, GitHub, Netlify, Photoshop.*

IAG Loyalty: *(Oct 2018 – Oct 2021: Contract)*

- Developed high performance PWA B2B websites for IAG Loyalty *(Monorepo)*.
- Placed significant emphasis on enhancing usability, accessibility, performance & resilience.
- Played a key role in exploring, strategising, and implementing a scalable SaaS micro-frontend setup that prioritised reusable, themeable, and customisable components.
- Created a custom JSON-based themeable design system (tokens) configuration to help scale design and UI across multiple web product offerings.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, React, Next.js, TypeScript, Styled Components, Service Worker, PWA manifest, Eleventy, Nunjucks, Jamstack, Jest, Contentful, GraphQL, Storybook, Gulp, Rollup.js, Node.js, Monorepo, Bitbucket, Netlify, Netlify CMS, Figma, Zeplin, JIRA, Confluence.*

Euromoney: *(May 2018 – Oct 2018: Contract)*

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

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Handlebars, Grunt, Photoshop, Zeplin, Fractal, Bitbucket, .NET Razor Views, Sitecore, JIRA, Confluence.*

Brunswick Group & MerchantCantos: *(Repeats: Jan–Mar 2018, Mar–Oct 2017: Contracts)*

- Developed & enhanced CMS driven MPA corporate communication websites for some of their clients such as: Puma, Mondi, and Greenbrier.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Foundation, Bitbucket, WordPress, .NET Razor Views, Umbraco CMS, Photoshop, JIRA, Confluence.*

Analog Implant Laboratory: *(Dec 2016 – Feb 2017: Freelance)*

- Redesigned & built Analog Implant Laboratory's new B2B informational website from scratch.
- It's progressively enhanced and makes substantial use of WCAG.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, PHP, Grunt, Photoshop, Bitbucket.*

Time Inc. UK: *(Jul 2016 – Nov 2016: Contract)*

- Together with the incumbent team, created a dynamic web solution on their WordPress Multisite application that is adaptable, customisable, and supports various themes.
- This facilitated rapid website creation, development, and deployment for renowned brands like Marie Claire, Home & Gardens, Country Life, and Decanter.

Tech: *HTML5, CSS, LESS, JavaScript, jQuery, PHP, WordPress, GitHub, JIRA, Confluence.*

Charanga Music: *(Apr 2016 – May 2016: Freelance)*

- Developed a reusable, extensible, responsive, and accessible front-end library / boilerplate.
- This enabled Charanga to build & deploy future web offerings quickly, efficiently without compromising on quality front end standards.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Grunt, Bitbucket.*

Pegasus Public Relations: *(Repeats: Feb–Apr 2016, May–Jun 2016: Contract)*

- Developed & enhanced brochure websites for Pegasus' healthcare clients.
- Examples: www.pegasuspulse.com, www.cetraben.co.uk, www.talkingeczematool.co.uk, www.rapidwhite.co.uk, www.movelat.co.uk

Tech: *HTML5, CSS, SCSS, LESS, PHP, JavaScript, jQuery, WordPress, Drupal, Grunt, Gulp, Bitbucket, JIRA.*

Macmillan Cancer Support: *(Sep 2015 – Dec 2015: Contract)*

- Worked with Macmillan's core website application team on frontend solutions for their brand identity and business proposition.
- Actively engaged in internal Hackathon days, contributing, and presenting innovative ideas.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Grunt, Photoshop, Bitbucket, .NET Razor Views, JIRA, Confluence.*

Airmiles & Avios: *(Senior / Lead Front End Designer, Developer & Manager roles: Dec 2004 – Sep 2015)*

- Designed & developed ecommerce frontend solutions for Airmiles & Avios.
- Provided guidance and training to front-end developers and back-end - (Java-based 'Spring' application & bespoke Oracle-based CMS) - implementation teams in maintaining our coding best practices.
- Spearheaded the integration of web standards and web accessibility practices throughout our digital channels, ensuring the delivery of high quality and stable websites.
- Accountable for the creation, optimisation, and evolution of all digital channel content to deliver a personalised digital customer experience and drive increased customer engagement and interaction.
- Worked extensively on Agile projects in small, medium, and large multi-functional development teams in collaboration with business stakeholders, business analysts, project managers, UX, designers, developers (front-end & back-end) and testers.

Tech: *HTML5, CSS, SCSS, JavaScript, jQuery, Grunt, Photoshop, SVN, Java (Struts & Spring), JIRA.*