

# 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 with 15+ years of experience creating user-centric web experiences.

I place a high value on user-centricity. Meaning, I strive to create web experiences that look and function well on any device that can connect to the internet, while also considering user needs and business goals.

I communicate and work well with technical and non-technical people alike and have worked extensively on small, medium & large Agile-type projects.

## Professional Experience

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### Currys plc, Web Developer - (Contract)

[www.currysplc.com](https://www.currysplc.com) (July 2022 – Present)

- Migrating one of Currys' subsidiary brand websites — [Carphone Warehouse](#) — to a newer content platform.

### UX Brighton, Frontend Web Developer - (Freelance)

[uxbri.org](https://uxbri.org) (February 2022 – Present)

- Working with Danny Hope and the UX Brighton team to enhance and optimise their user interface, overall website experience and content management workflow.  
**Tech:** HTML | CSS | SCSS | JavaScript | Jekyll | Jamstack | Node.js | Git | GitHub Pages | Netlify | Netlify CMS | Figma.

### Brunswick Group, Frontend Web Developer - (Contract)

[www.brunswickgroup.com](https://www.brunswickgroup.com) (April 2022 – June 2022)

- Developed corporate communication SPA microsites for [Naspers](#).

**Tech:** HTML | CSS | SCSS | JavaScript | Vue.js | Vuex | Vue Router | GSAP | NPM | Node.js | Bitbucket | Git | WordPress (Headless CMS) | Figma.

## **IAG Loyalty, Senior Frontend Web Developer - (Contract)**

[iagloyalty.com](http://iagloyalty.com) (October 2018 – October 2021)

- Built new, modern, and fast PWA B2B websites for IAG Loyalty.
- Web offerings that delivered usability, accessibility, progressive enhancement, performance & resilience.
- Instrumental in researching, planning & configuring a scalable SaaS micro-frontend configuration that focussed on reusability & themeable / whitelabel components.

**Tech:** HTML | CSS | SCSS | JavaScript | React | Next.js | TypeScript | Service Worker | Eleventy | Nunjucks | Jamstack | Jest | Contentful | GraphQL | Storybook | NPM & Yarn | Gulp | Monorepo | Bitbucket | Netlify | AWS | Figma | Zeplin.

## **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 / pattern libraries quickly.
- Enabled Euromoney to build and deploy their 'Fastmarkets' B2B web offerings efficiently and effectively.

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

## **Brunswick Group, Front End Developer - (Contract)**

[www.brunswickgroup.com](http://www.brunswickgroup.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 & built Analog Implant Laboratory's new website from the ground up.

**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)

- Fun & collaborative team environment developing a responsive and customisable web solution on their WordPress Multisite application.

## **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.

## **Charanga Music, Front End Developer - (Freelance)**

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

## **Macmillan Cancer Support, Front End Developer - (Contract)**

[www.macmillan.org.uk](http://www.macmillan.org.uk) (September 2015 - December 2015)

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

[www.avios.com](http://www.avios.com) (December 2004 - September 2015)

- Initiated and delivered the successful rolling out of the first 'responsive' version of Avios.com in 2013.
- In 2011, I led a team of web designers & developers in the website rebranding of Airmiles to Avios.
- In 2010, I introduced and 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 and influenced the implementation of web standards and web accessibility across their digital channels.
- Coached junior frontend developers in coding best practices, development cycles and methods of delivery.

## **Skills Summary**

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- HTML / CSS / SCSS / JavaScript / Node.js / NPM / REST / GraphQL
- Jamstack / Netlify / GitHub Pages / Service Workers
- Static site builders (Jekyll, Eleventy)
- Frontend web frameworks (Astro, Svelte, Vue.js)
- Templating languages (Nunjucks, Liquid, Handlebars)
- Build tools (Grunt, Gulp, Parcel, Browserify, Rollup.js)
- Version control (GitHub, Bitbucket)
- CMS (Contentful, Netlify CMS, Umbraco, WordPress)
- UI component library builders (Fractal, Storybook)
- Photoshop / Figma / Zeplin
- Responsive Web Design / Intrinsic Web Design / Adaptive Web Design
- Progressive Enhancement / Progressive Web Apps
- Design Systems / Style Guides / CSS Architecture
- Cross Browser Compatibility / Performance optimisation (Frontend)
- Web Standards / Web Accessibility (WCAG, WAI)