

# 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 assisting small businesses, companies, and organisations bring excellent website projects to life for more than 17 years and have a track record of delivering on time and to a high standard.

I place a high value on user-centricity. That is, I strive to develop web experiences that look and work well on any device that can access the internet while also considering user demands and business objectives. Simultaneously laying a usable, accessible, responsive, performant, and resilient foundation for long-term success.

## Professional Experience

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### 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. Big focus on usability, accessibility, progressive enhancement, performance & resilience.

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

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

**Tech:** HTML | CSS | SCSS | React | Next.js | TypeScript | Jest | Contentful | GraphQL | Storybook | Yarn | Bitbucket | AWS | 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. Fastmarkets ([www.fastmarkets.com](http://www.fastmarkets.com)) being the first website to benefit from 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 & 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)

- Successfully built and enhanced frontend solutions for their brand identity and business proposition.

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

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

## **Avios continued...**

- 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 (ES5 & ES6) / jQuery / TypeScript
- Node.js / NPM / Yarn / Monorepo
- Frontend frameworks (Svelte, Vue.js)
- Templating languages (Nunjucks, Handlebars, Liquid)
- Jamstack / Netlify / GraphQL / SSG (Eleventy, Astro)
- Build tools (Grunt, Gulp, Parcel, Browserify, Rollup.js)
- Version Control (GitHub, Bitbucket)
- CMS (Contentful, Netlify CMS, Umbraco)
- Photoshop / Figma / Zeplin
- Responsive Web Design
- Intrinsic Web Design
- Adaptive Web Design
- Progressive Enhancement
- Progressive Web Apps
- Design Systems
- Frontend Pattern & Component Libraries (Fractal)
- Style Guides
- CSS Architecture
- Modular web component creation
- Cross Browser Compatibility
- Web Standards
- Web Accessibility (WCAG / WAI)
- Performance optimisation (Frontend)
- Agile (Scrum & Kanban)