

# Bruce Taylor

Senior Frontend Developer / UI Engineer

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## Profile Summary

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I am an experienced frontend web developer with nearly two decades of expertise in creating user-friendly websites. I have a strong background in the travel industry, having worked as a senior and lead developer on successful ecommerce projects for renowned brands like Airmiles, Avios, and IAG Loyalty.

I specialise in the "front-of-the-frontend" where design and backend engineering intersect, excelling in roles that balance user and developer experiences. With a knack for learning new skills and programming languages, I bring strong problem-solving abilities to the table. My technical expertise includes HTML, CSS, progressively enhanced JS, responsive design, PWAs, web performance, web accessibility, and static site generation. I also have practical experience with Node.js, API configuration, JavaScript bundler optimisation, and streamlining build and deployment processes to improve frontend development efficiency.

## Technical Experience & Skills

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- 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

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**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 — and automatically notify 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, Mondy, 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 new, modern, and fast PWA website for Boston T Party.
  - Data and bandwidth are a premium in South Africa so focussed particularly on performance & resilience using progressive enhancement and offline caching methods.
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## **“Career Break”**

*October 2021 – February 2022*

Took some time out after a 3-year contract 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.

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## **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.
- It's 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.
- This 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.
- This 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*

- Was 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.