

# Bruce Taylor

## Senior Frontend Web Developer

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I'm a seasoned Senior Frontend Web Developer with over 20 years of experience. I have a strong track record of crafting user-friendly, responsive, accessible, and resilient websites in a wide range of sectors.

With my extensive background and deep understanding of web 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.

### Admiral Group: Frontend Engineer

April 2024 – Present: [Contract]

- Developing and enhancing Admiral Group's marketing websites.
- Creating, enhancing and optimising components and modules in their custom pattern library.
- Implementing new functionality and features while working in an Agile workflow.
- Optimising the configuration and implementation of Google Tag Manager (GTM) across their marketing websites.

**Tech:** HTML5, CSS, SCSS, JavaScript, jQuery, PHP, Twig, Drupal, SQL, Gulp, Docker, GitLab, Azure DevOps, Google Tag Manager (GTM), Figma.

### Hugo & Cat: Senior Frontend Developer

Oct 2023 – Dec 2023: [Contract]

- Collaborated with Hugo & Cat on a successful web project for ECARX, a leading automotive technology company.
- Umbraco based website, incorporating a Storybook component library for the site build, and featuring a substantial amount of animation and interactivity.
- Frontend development of the site using HTML, SCSS / CSS, JavaScript, GSAP, Handlebars, Cypress & Storybook.

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

### UX Brighton: Frontend Web Development

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: Frontend Web Developer

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, Figma, JIRA, Confluence.

- 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: Frontend Web Design & Development

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.

I started my professional career in 2004 - further details on the following roles are available on my LinkedIn profile.

### IAG Loyalty:

Senior Frontend Developer  
Oct 2018 – Oct 2021

### Charanga Music:

Frontend Web Developer  
Apr 2016 – May 2016

### Euromoney:

Frontend Web Developer  
May 2018 – Oct 2018

### Pegasus Public Relations:

Frontend Web Developer  
Feb–Apr 2016 & May–Jun 2016

### MerchantCantos:

Frontend Web Developer  
Jan–Mar 2018 & Mar–Oct 2017

### Macmillan Cancer Support:

Frontend Web Developer  
Sep 2015 – Dec 2015

### Analog Implant Laboratory:

Frontend Web Design & Development  
Dec 2016 – Feb 2017

### Airmiles & Avios:

Senior Frontend Designer, Developer & Manager  
Dec 2004 – Sep 2015

### Time Inc. UK:

Frontend Web Developer  
Jul 2016 – Nov 2016

## Technical skills summary

- 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, Jest, Cypress)
- Version control, Build & deployment (Git, Monorepos, Netlify, Docker, Azure DevOps)
- Content Management (WordPress, Umbraco, Decap CMS, Contentful)
- Back-end & “back-of-the-frontend” (PHP, Twig, Node.js)
- Design tools & UI component library builders (Photoshop, Figma, Zeplin, Fractal, Storybook)
- Responsive Web Design / Progressive Enhancement / Progressive Web Apps
- CSS Architecture / Component-based Frontend Architecture / Design System Configuration
- Web Standards / Web Accessibility / Cross Browser Compatibility / Performance optimisation / SEO
- Analytics (Google Analytics, Google Tag Manager)