Bruce Taylor

Senior Frontend Web Developer / Design System & UI Engineer

brootaylor.com · github.com/brootaylor · linkedin.com/in/brootaylor · brootaylor@gmail.com · 07832 215 335

Senior Frontend Web Developer with over 20 years of experience crafting user-friendly, responsive, accessible, and resilient websites across multiple industries. Capable of coaching developers and collaborating across teams to deliver solid, scalable solutions. Quick to adapt and always learning, with a strong focus on quality, usability, and modern best practices.

Admiral Group: Frontend Engineer
April 2024 – Present: (contract)

- Developed, enhanced, and optimised components and modules across Admiral Group's marketing websites.
- Implemented new website features and functionality, including the rollout of a Web Messenger solution.
- Audited, standardised, and optimised the configuration and implementation of Google Tag Manager (GTM) across the group's websites.
- Led knowledge transfer sessions to upskill team members on the implementation of Genesys Web Messenger and the use of GTM.

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

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 Developer
Feb 2022 – March 2024: (freelance)

- Enhanced and optimised 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.*

I started my professional career in 2004 - further details on the following roles are available on [my LinkedIn profile](#).

Currys plc *(contract)*
Web Developer
Jul 2022 – Dec 2022

Boston T Party *(freelance)*
Web Design & Development
Feb 2022 – Apr 2022

IAG Loyalty *(contract)*
Senior Frontend Developer
Oct 2018 – Oct 2021

Euromoney *(contract)*
Frontend Web Developer
May 2018 – Oct 2018

MerchantCantos *(contract)*
Frontend Web Developer
Jan–Mar 2018 & Mar–Oct 2017

Analog Implant Laboratory *(freelance)*
Web Design & Development
Dec 2016 – Feb 2017

Time Inc. UK *(contract)*
Frontend Web Developer
Jul 2016 – Nov 2016

Charanga Music *(freelance)*
Frontend Web Developer
Apr 2016 – May 2016

Pegasus Public Relations *(contract)*
Frontend Web Developer
Feb–Apr 2016 & May–Jun 2016

Macmillan Cancer Support *(contract)*
Frontend Web Developer
Sep 2015 – Dec 2015

Airmiles & Avios *(permanent)*
Senior Frontend Designer & Developer / Manager
Dec 2004 – Sep 2015

Technical skills summary

- **Core Frontend Technologies:** HTML, CSS *(SCSS & LESS)*, JavaScript *(ES5 & ES6+)*
- **Frontend Frameworks & Static Generators:** 11ty, Astro, Jekyll, Svelte, Vue
- **Templating & Libraries:** Nunjucks, Liquid, Handlebars, jQuery, Bootstrap, Foundation, GSAP
- **Build Tools & Workflow:** Vite, Rollup.js, Webpack, Gulp, PostCSS, Babel, Jest, Cypress
- **Version Control & Deployment:** Git, Monorepos, Netlify, Docker, Azure DevOps
- **Content Management:** WordPress, Drupal, Umbraco, Decap CMS, Contentful
- **Back-end & "Back-of-the-frontend":** PHP, Twig, MySQL, Node.js, Data Source / API Configuration
- **Design System Tools & Processes:** Fractal, Storybook, Design Tokens, Design System Configuration
- **Development & Design Tools:** VS Code, Cursor, Postman, iTerm, Photoshop, Figma, Zeplin
- **Frontend Architecture:** CSS Architecture, Component-based Frontend Architecture
- **Web Development Practices:** Responsive Web Design, Progressive Enhancement, Progressive Web Apps
- **Web Standards & Performance:** Web Accessibility, Cross-Browser Compatibility, Performance Optimisation, Web Components, Service Workers, SEO *(technical & content-based)*
- **Analytics:** Google Analytics, Google Tag Manager

Personal / Interests

I'm originally from South Africa and grew up on a dairy farm in a very beautiful part of the country.

Before ever touching a computer at the end of the 90's, my life revolved around off-road motorbiking, hiking and wild camping in the mountains, stargazing, canoeing, fishing, photography, drumming, playing a bunch of team and individual sports, qualifying as a chef, and aspiring to be a pilot.

Some of these things I still do.