Bruce Taylor

Senior Frontend Developer · Design System Specialist · UI Engineer

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Senior Frontend Web Developer with 20+ years of experience building user-friendly, responsive, accessible, and resilient websites across a wide range of sectors. Skilled in coaching developers and collaborating with cross-functional teams to deliver scalable, high-quality digital experiences. Quick to adapt and always learning, with a strong focus on usability, maintainability, and modern best practices.

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

- Delivered enhancements and optimisations to key components and modules across Admiral Group's marketing websites, improving consistency and performance.
- Implemented a new Genesys Web Messenger solution to enhance user engagement and customer service across multiple brands.
- Streamlined and standardised Google Tag Manager (GTM) configurations across sites, reducing tech debt and significantly improving data accuracy.
- Led knowledge-sharing sessions and technical walkthroughs, upskilling team members on GTM and Genesys integrations, improving internal capability and autonomy.

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)

- Delivered a high-performance Umbraco-based website for ECARX, incorporating complex animation, interactivity, and a Storybook-driven component library.
- Developed frontend features using GSAP for animation and Handlebars for templating, contributing to a rich user experience.
- Collaborated closely with designers and back-end developers to maintain consistency across the design system and final implementation.

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)

- Improved UX Brighton's user and developer experience, as well as technical SEO. Enhanced site search and filtering clarity and usability.
- Introduced a streamlined content management workflow to support non-technical contributors.
- Rebuilt the UX Brighton job board to render as a multi-page application (MPA) instead of a single-page application (SPA), improving accessibility, SEO, and shareability.
- Automated structured data generation at build time for job and event pages, increasing organic search visibility and SEO score.

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)*

- Integrated a headless WordPress CMS and GSAP-based animations to deliver engaging, performant user experiences within tight deadlines.
- Built and optimised brand-aligned corporate communication websites for high profile clients *(Naspers / Prosus, Ariel Investments, Varo)*, implementing both MPA and SPA architectures.

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.*

Earlier roles listed below. Further details available on LinkedIn, including roles at Currys plc, IAG Loyalty, Euromoney, Time Inc., Macmillan Cancer Support, and Airmiles/Avios (2004–2022).

Currys plc: Web Developer *(Contract, Jul 2022 – Dec 2022)*

Boston T Party: Web Design & Development *(Freelance, Feb 2022 – Apr 2022)*

IAG Loyalty: Senior Frontend Developer *(Contract, Oct 2018 – Oct 2021)*

Euromoney: Frontend Web Developer *(Contract, May 2018 – Oct 2018)*

MerchantCantos: Frontend Web Developer *(Contracts, 2017–2018)*

Analog Implant Laboratory: Web Design & Development *(Freelance, Dec 2016 – Feb 2017)*

Time Inc. UK: Frontend Web Developer *(Contract, Jul 2016 – Nov 2016)*

Charanga Music: Frontend Web Developer *(Freelance, Apr 2016 – May 2016)*

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

Macmillan Cancer Support: Frontend Web Developer *(Contract, Sep 2015 – Dec 2015)*

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

Technical skills summary

- **Core Frontend:** HTML, CSS *(SCSS & LESS)*, JavaScript *(ES5 & ES6+)*
- **Frameworks & Static Site Generators**: 11ty, Astro, Jekyll, Svelte, Vue
- **Templating & Libraries**: Nunjucks, Liquid, Handlebars, jQuery, Bootstrap, Foundation, GSAP
- **Build & Workflow**: Vite, Rollup.js, Webpack, Gulp, PostCSS, Babel, Jest, Cypress
- **Version Control & DevOps**: Git, Bitbucket, Monorepos, Netlify, Docker, Azure DevOps
- **CMS**: WordPress, Drupal, Umbraco, Decap CMS, Contentful
- **Back-end & API**: PHP, Twig, MySQL, Node.js, Data Source / API Configuration
- **Component Libraries & Design Systems**: Fractal, Storybook, Design Tokens, Design System Configuration
- **Dev & Design Tools**: VS Code, Cursor, Postman, iTerm, Photoshop, Figma, Zeplin
- **Frontend Architecture & Standards**: Component-based Frontend Architecture, CSS Architecture
- **Best Practices**: Responsive Design, Progressive Enhancement, PWA, Accessibility / A11y, Cross-Browser Compatibility Testing, Performance optimisation, Web Components, Service Workers, SEO *(technical & content-based)*
- **Analytics**: Google Analytics, Google Tag Manager, Adobe Analytics

Personal / Interests

Originally from South Africa, I grew up on a dairy farm in a beautiful part of the country. Before getting into tech in the late '90s, I qualified as a chef and spent much of my time off-road biking, hiking, wild camping, stargazing, canoeing, fishing, drumming, and playing a bunch of team and individual sports.

Some of these things I still do.