Den Odell

FRONTEND ARCHITECT · AUTHOR · DEVELOPER

Frontend Architect with 25+ years' experience building fast, accessible, and scalable web apps.

Specialist in TypeScript, React, Next.js, and performance engineering.

Author of two JavaScript books used in university courses and cited in academic research.

denodell.com • linkedin.com/in/denodell • contact@denodell.com
Open to all IC roles with meaningful impact • O-1 Visa Eligible – No H1-B or Lottery Required

Experience

Volvo Cars
2016 - Present

Lead Web Engineer (Contractor, Staff-Level Scope)
Offer Selector (2022 - Present) · Car Configurator (2016 - 2022)

Led frontend architecture for two flagship micro-frontends — the Car Configurator and Offer Selector — used across global Volvo markets. Architected shared components, built pricing APIs, optimized rendering with React Suspense, and improved TTFB performance by 30%. Contributed to cross-team architectural alignment, winning the 2021 Volvo Quality Award.

- Developed **scalable Next.js apps** with **shared React components** and APIs for pricing, offers, and configuration.
- Enabled cross-team reuse through **documented components** and server endpoints.
- Integrated **GraphQL** and **REST** services across regions and languages.
- Maintained **high quality** through unit tests, Storybook, and Playwright E2E coverage.
- **Mentored developers**, reviewed pull requests, and supported roadmap planning.
- Set up CI/CD pipelines for **automated testing and deployment**.
- **Improved performance** with caching strategies and request consolidation.
- Participated in Volvo's **frontend architecture forum** to align technical direction.

Pixel Dandy
2015 - Present

Principal Consultant
Own consultancy delivering frontend architecture and UI development for clients including **Volvo Cars**, **Riot Games**, **UNICEF**, and **MINI**.

AKQA
2002 - 2015

Global Head Of Web Development (2012 - 2015)
UI Technical Architect (2007 - 2012) · Senior Web Developer (2002 - 2007)

Led global frontend practice across all AKQA offices, driving technical consistency, knowledge sharing, and innovation. Worked hands-on and at architectural level across award-winning digital campaigns and web platforms for major global brands.

- Directed **frontend standards and best practices** across international teams.
- Launched **TECH.insight**, a global developer meetup series hosted in London, Berlin, Amsterdam, Gurgaon, New York, and Washington D.C., featuring speakers from Google, Adobe, BBC, and more.
- Founded **TECH.review**, a web magazine focused on emerging development trends.
- Delivered high-impact frontend solutions for **Nike**, **MINI**, **Nestlé**, **Nokia**, **Barclays**, and others.

Technologies & Skills

Languages & Core	HTML5, CSS3, JavaScript (ES6+), TypeScript, Node.js
Frameworks & Libraries	React (Hooks, Server Components), Next.js (App Router), Astro, AngularJS, Express
Styling & UI	Tailwind CSS, Sass, LESS, CSS Modules, Figma, Storybook
Testing & Quality	Playwright, Vitest, Jest, Cypress, React Testing Library, Biome, Mocha, Percy, Cucumber
Performance & DX	Core Web Vitals, Lighthouse, OpenTelemetry, Akamai
Tooling & Build	Webpack, Vite, Gulp, TurboRepo, npm, pnpm, yarn, TypeScript, Flow
APIs & Data	GraphQL, REST, MongoDB, MySQL, Postman
DevOps & Infra	Docker, Kubernetes, AWS, Azure, GitHub Actions, CI/CD Pipelines
Workflow & Process	Agile, Pair/Mob Programming, Feature Flags, BFF Pattern, Git, Miro, Xcode, VS Code

Key Strengths

- **25+ years** of professional web development experience.
- Deep specialization in **performance**, **scalability**, and **accessibility**.
- Strong architectural leadership and **frontend system design** expertise.
- Proven impact across **enterprise**, **agency**, and **consulting** environments.
- **Collaborative** mindset and **mentoring experience** across global teams.

Notable Projects

- Created a **reusable car pricing component system** used across Volvo's online purchase flow.
- Built a **real-time, dual-screen goal reaction experience** for Nike Football World Cup tournaments (Angular + WebSockets).
- Architected the **Nike+ JavaScript SDK** for integrating product and user data via REST APIs.
- Developed **UNICEF's Santa's Little Helpers**, a donation-based browser game for kids.
- Built a **CMS UI for Nike Football** to manage structured content via REST and XML.
- Refactored legacy JS into **modular, event-driven components** for Nokia Ovi Maps (now HERE).
- Delivered UI for <u>MINI</u>**'s global site relaunch**, integrating with AEM and BMW web services.
- Designed **Riot Games' frontend coding challenge** for engineering candidates.

Community & Contributions

I actively contribute to the frontend engineering community through open source, technical writing, judging, and speaking.

- Judge for the **2025 WebAwards** (Web Marketing Association), recognizing excellence in website development.
- Builder of <u>ByteShrink</u> — an AI-powered tool that analyzes `package.json` or import maps to identify bundle bloat and suggest optimizations.
- Creator of <u>SpeedLint</u> — an open-source frontend performance toolkit with React tracing, RUM, and CI/CD integration.
- Author of **technical essays** on <u>denodell.com</u>, syndicated on **dev.to** and **Medium**.
- Maintainer of **open-source tools** and code from published books on GitHub, including a **HTML5 Canvas Frogger clone**.
- Founded <u>TECH.insight</u>, a now-retired **global developer meetup series** hosted in London, Berlin, Amsterdam, and more — featuring speakers from Google, BBC, and Adobe.

Publications and Speaking

Books – Digital copies available upon request. Used in academic courses and cited in research globally.

• Fast by Default: Performance Engineering for Modern Web Frontends (In Development)
• Pro JavaScript Development: Coding, Capabilities and Tooling (Apress, 2014)
• Pro JavaScript RIA Techniques (Apress, 2009)

Speaking Engagements

• The Future Of Responsive Design Standards – Future of Web Design Conference (London)
• One Web To Rule Them All – Internet & Mobile World Conference (Romania) , TECH.insight (London & Berlin)
• Seven Steps To Better JavaScript – TECH.insight (London & Amsterdam)

Thought Leadership – Published in net magazine, Linux Format, and TECH.review

• A One Web Vision: Design For The User, Not The Device
• Seven Steps To Better JavaScript
• A Responsive Future

Recommendations

Via LinkedIn (more available upon request):

"On top of the tech skills he's a solid communicator, a great guy, and a hard worker. Hire him if you get the chance"
– **Senior Engineering Manager, Apple**

"Den is an exceptionally talented and detail-oriented engineer, always bringing a deep technical understanding and a keen eye for quality to everything he does."
– **Engineering Director, HBO Max, Warner Bros. Discovery**

"Den has so many valuable qualities. He has led Volvo Cars through pivotal moments - digitising sales channels, bringing modern web solutions to customers, pioneering online shopping, and ensuring technical guidance for other engineers.
He is part of the technical forum for several teams to help align solutions and share knowledge.
He is always open to helping and taking stress away from his peers."
– **Software Engineering Manager, Volvo Cars**

Education

BEng (Hons.) Electronic and Electrical Engineering (First Class) – Brunel University, London, UK (1996 - 2000)

Additional Information

• Fluent in **English (Native) and Swedish**
• Open to **US-based opportunities requiring visa sponsorship. Eligible for O-1 visa based on recognized tech expertise**