

# Fred Rivett

Senior [Founding/Design/Product/Frontend] Engineer

Engineer with a designers eye and product mindset, passionate about building products that improve people's lives.

Able to lead across a wide spectrum or narrowly focus on code alone.

[Launched many side projects, wrote a short book about it & accidentally won April Fools Day 2017 \(beating Google in the process\)](#).

 London /  Remote

## Experience


### Design Engineer (Contract)

 **Nolana** ([Nolana homepage](#))  
October 2025 – November 2025 • 5 weeks

Brought in on a short-term contract to help implement a couple new features and tighten up the frontend/UI.

**React** **TypeScript** **NextJS** **AI SDK** **Tailwind** **shadcn**  
**Tanstack Query** **Zod**


### Founding Engineer (Contract)

 **Lex** ([Lex homepage](#))  
November 2023 – September 2025 • 1 yr 10 mos

First (and at times only) engineer post \$2.75m raise, working across the whole company, from top of funnel to product ideas all the way through to full stack implementation and everything else that goes on at an early stage startup.

**React** **TypeScript** **Ruby on Rails** **Zustand** **Jest**  
**Playwright** **ProseMirror** **tldraw** **stylex**

### Senior Frontend Engineer (Contract)

 **BlackRock** (**AI Labs**) ([AI Labs homepage](#))  
December 2022 – April 2024 • 1 yr 5 mos

Sole frontend engineer in the BlackRock AI Labs team, responsible for taking wireframes, adding custom UI polish and building out a new internal web app in Next.js & TypeScript with 100% Jest test coverage.

Initial 6 month contract, extended to 12, and then shifted to a short-term retainer until a new team member could be found.

**React** **Next.js** **TypeScript** **Jest** **Bootstrap** **Tailwind**  
**styled-components**

### Senior Frontend Engineer (Contract)

 **Critical Insight Security Ltd**  
August 2022 – September 2022 • 2 mos

Short-term contract tasked with delivering the frontend for a new client application. Completed build from start to finish in 6 weeks.

**React** **TypeScript** **Next.js** **Material UI**


### Senior Product Engineer

 **NUM** ([Homepage](#))  
Sep 2019 – July 2022 • 2 yrs 11 mos

Heading up the product process across half a dozen projects, from designing the UX flow alongside the CEO and architecting technical solutions with the Lead Backend Engineer, all the way to designing the aesthetic details of the UI and being the sole frontend engineer implementing it all in Vue.

**Vue** **Vuex** **Nuxt** **Tailwind** **UI/UX**


### Founder (Side project)

 **Blocks iOS app** ([App Store](#))  
Feb 2020 – current • 5 yrs 10 mos

During lockdown I used my newfound spare time to build an iOS app. Designed the minimalist UI/UX and implemented it all in React Native using Expo.

**React Native** **Redux** **Expo** **Tailwind** **UI/UX**

### Senior Software Engineer

 **Octopus Wealth (now: Nova)** ([Homepage](#))  
Feb 2019 – Aug 2019 • 7 mos

Senior Software Engineer and Lead Frontend Dev, training up junior developers, working with React, Redux and TypeScript.

Made redundant when company pivoted and laid off entire tech team.

**React** **Redux** **TypeScript** **styled-components**

### Tech Lead (Contract)

 **Founders Factory** ([Homepage](#))  
Jun 2018 – Jan 2019 • 8 mos

Tech lead and co-founder of The Dot, a mobile news app that aimed to build a habit loop by enabling users to predict the news, working with The Guardian as part of the Venture Studio at Founders Factory.

**React** **Firebase** **Framer** **UI/UX** **Product**

### Frontend Engineer (Contract)

 **The People's Operator** ([Wikipedia](#))  
Feb 2018 – May 2018 • 4 mos

Responsible for implementing the foundations of a new Vue powered Single Page Application that will be rolled out to replace the existing website.

**Vue** **Sass** **ITCSS**

### Frontend Engineer (Contract)

 **Tabl** ([Homepage](#))  
Nov 2017 – Apr 2018 • 6 mos

Part-time contract with Tabl, responsible for refactoring the CSS into a sane, manageable system that can be built on moving forwards.

**Sass** **ITCSS** **JS**


### Frontend Engineer (Contract)

 **Buildupp** ([Twitter](#))  
May 2017 – Jan 2018 • 9 mos

Part-time contract with Buildupp focussed on leading UI development.

**Sass** **ITCSS** **JS**


### Frontend Engineer (Contract)

 **Spoke Law (Lawyers On Demand)** ([Press](#))  
Aug 2016 – May 2017 • 10 mos

Implementing the frontend alongside a strong product focussed team of three (Product Manager, Product Designer, Backend Engineer).

**Sass** **ITCSS** **JS**

### Frontend Engineer

 **The People's Operator** ([Wikipedia](#))  
Mar 2015 – Aug 2016 • 1 yr 6 mos


Leading the frontend development of our US e-commerce store and community sites, managing two engineers, one per project.

**Sass** **ITCSS** **JS**

## Side projects

Side projects are how I got into tech in the first place, hacking away in my spare time. Here's a selection of some of the projects I've launched:


- 2025 [log.limo \(early access\) – git log -> changelog](#)
- 2025 [Flowlane \(early access\) – The smart autopilot for your SaaS email flows](#)
- 2025 [here/now – A minimal, self-hosted visitor tracking API that shows both total visitor count and real-time visitor counts per webpage.](#)
- 2022 [PrivacyShortlist – The best privacy-focussed products to build & grow your startup](#)
- 2022 [Blocks – Minimalist, gesture-based habit app](#)
- 2018 [Bluffball – World Cup phrases to help you fit in](#)
- 2017 [Stories as a Service – Add stories to your website with 1 line of code \(April fools\)](#)
- 2016 [Hit Reply Podcast – Yet Another Startup Podcast?](#)
- 2016 [Real Time Users – Add a real time user counter to your site](#)
- 2016 [LearningToLaunch – Short e-book on how to launch your first product](#)
- 2016 [ProductHaunt – Browse the Product Hunt graveyard](#)
- 2015 [MyYear – Create your own review of your year in minutes](#)
- 2015 [FoundersKit – \\$6k of discounts for the best startup tools for only \\$39](#)
- 2015 [The Working Lunch – Daily newsletter with resources for startup founders](#)
- 2015 [Outstanding Bar – Minimalist Wordpress plugin](#)
- 2015 [FlashTabs – Flashcards in your new tab screen](#)
- 2015 [HowItGoin – Set questions and track your answers over time](#)
- 2013 [AreTheNSAWatchingMe.com – Yes, yes they are](#)

 Have an interesting opportunity? [Reach out and say hi.](#)


“Fred is not only an extremely skilled front-end engineer, he’s got a talent for design, good product instincts, and most importantly, he deeply cares. He wants to get it right, and he works incredibly hard to do so. I hope I’m lucky enough to be able to work with him again one day soon!”

 **Nathan Baschez** (Founder & CEO, [Lex](#))

“Fred is a talented engineer with a strong product focus; a pleasure to work with.”

 **Dr. Philip Jones** (Author, [A Blueprint for Production-Ready Web Applications](#) & VP Technology, [Curaleaf International](#))

“I love working with Fred - he's a definite go to any time I have a front end contract that needs a safe, grown up pair of hands to really get in and deliver, he's the guy. I know I can match him to any client and they will be grateful having had him on their project. I would recommend him for any gig, but especially those where you just need a really nice personable human to come in, get stuff done, and be really cool to work with. If you manage to get him count yourself lucky, he's often busy due to his excellent reputation. A++ strong recommend from me!”

 **Thayer Prime** (Founder & CEO, [Team Prime](#))

“We hired Fred roughly nine months ago to develop the frontend component of a larger application that we are developing for an internal client. During this time, I can say that Fred has exceeded all of our expectations.”

This being one of our team's first projects that contained a major frontend component, Fred helped us establish the standard frontend stack and toolchain for our team, which we still rely upon heavily and are looking to use for other projects. He then built out the entire vision for the product on a very short timeline.

His work was done quickly but was very high quality and required minimal oversight in terms of code reviews, which helped us reduce the overall management overhead for the entire effort. In terms of project management, Fred integrated naturally into our team's agile process and was very meticulous in tracking the work and keeping the tools up to date.


Fred has been a pleasure to work with and has worked extremely well with the entire rest of our team. Fred exemplified all of the values that we look for on our team, including competence, meticulousness, humility, and a desire to do things correctly. I would love to work with Fred again, and I highly recommend him to anyone looking for an experienced frontend developer.”

 **Ralph Benarrosh** (Director, [BlackRock Lab for Artificial Intelligence](#))

“I first met Fred when I hired him as a frontend engineer for TPO. It was one of the best recruiting decisions I've ever made. I valued Fred's contributions so highly, that I subsequently hired him to work with me at two other companies. He has a very good eye for design and amazing attention to detail. He has a strong product mindset, and having taken a number of his own products to market, has a deep understanding of the full product lifecycle. He is always thinking about what the customer wants and how to deliver the best value. Fred is strong technically and always seems to be on the cutting edge of frontend development tools and techniques. He has also been able to pick up unfamiliar technologies extremely quickly. For example, on the first project we worked on together, he had never worked with Ruby on Rails, but was able to quickly learn enough to collaborate with the backend engineers, and even write some backend Ruby code himself. Fred has strong collaboration skills and is a fantastic team player. He always seems to get on with everyone on the team and is happy to work with people across all functions and levels.”

 **Andrew McDonough** (CTO, [CaptionHub](#))

“This is the second time I have worked with Fred and I'm hoping there will be a third, and a fourth. As the frontend engineer for our prototype application Fred produced a very clean and functional UI that integrated very smoothly with the REST API that I was developing. The end result went beyond our end client's expectations, providing a useful business function as well as being a platform for eliciting the 'real' user requirements, and it was put together in only 6 weeks using React and NextJS in TypeScript. Fred works well remotely and independently as well as in-office, and maintained forward momentum throughout the project. I seriously doubt our project would have been so successful without his work.”

 **Tony Walmsley** (Senior Software Engineer)