RICH PLASTOW

A creative **front-end web app developer** with over twenty years' experience working for digital agencies and publishing houses in London and Brighton.

I've worked on projects for **the BBC, NBCUniversal, Legal & General, Diageo, EDF, Sony, Volvo, BT, Saatchi & Saatchi** and the **House of Windsor.** I build beautiful, feature-rich **web apps,** and love using new browser technologies to surprise and delight end users.

Skills

FRAMEWORKS	Excellent with **React, Gatsby, Vue** and **WordPress.** Some **Express, Angular** and **Next.js**
LIBRARIES	Experienced with **Three.js, Redux, React Three Fiber, React Spring** and many more
DEV AND CI/CD	**NPM, Git, Webpack, Rollup, Babel, JSDoc, ESLint, Jest, Cypress, Storybook** and **Sentry**
LANGUAGES	Fluent in **JavaScript, TypeScript, Rust, HTML, CSS** and **PHP.** Some **GraphQL** and **Bash**
SOFTWARE	**VS Code, Blender, SketchUp, Adobe Animate, XD, Photoshop, InDesign** and **Illustrator**
DEGREE	BA (Hons) Graphic Communication with Painting and Photography
OTHER SKILLS	Professional experience in **Agile** and **Scrum, UX design,** photography and retouching, illustration and icon design, sub-editing and proofreading, motion graphics and 3D

Career

TITLE	Freelance Web App Developer
DATES	August 2022 – present
ROLE	**Front-end** development, mostly with **React, TypeScript, Rust** and **Three.js**
HIGHLIGHT	• 'ruffLIB', a family of open source **NPM** modules for building better **JavaScript** apps

TITLE	Senior Software Engineer
DATES	July 2019 – August 2022
COMPANY	**Easel TV,** a London-based company offering cross-platform video streaming solutions
ROLE	• Recruited and led the **front-end** team
	• Worked closely with clients, technology partners and other stakeholders
	• Spearheaded R&D into running **React** on smart TVs and set top boxes
	• Modernised the tech-stack for an **Agile, CI/CD** workflow
HIGHLIGHTS	• Smart TV app for **NBCUniversal's** reality TV channel **hayu,** using **TypeScript** and **React**
	• An advanced **multi-tenant** streaming TV website, built with **TypeScript** and **Gatsby**

TITLE	Freelance Developer and Designer
DATES	June 2017 – July 2019
CLIENTS	• **Fluxx,** a business transformation and product innovation agency based in London
	• **Responsible Travel,** an activist travel company based in Brighton
	• **VisitBrighton,** Brighton & Hove council's commercial marketing division
ROLE	Primarily **front-end** development using **React** and **Vue,** with a little **Node** back-end
HIGHLIGHTS	• Ideation, design and build of an **award winning** exhibition stand for **VisitBrighton**
	• A set of **Three.js** motion graphics for **Responsible Travel** documentary 'Crowded Out'
	• **'Group Protection',** an insurance sales tool prototype for **Legal & General** in **Vue**

TITLE	JavaScript Guru
DATES	January 2016 – June 2017
COMPANY	**Make Real,** a digital agency building collaborative **serious games** and **VR experiences**
ROLE	In-house **JavaScript** specialist, delivering cutting edge immersive **web apps**
HIGHLIGHTS	• Animated 3D guide with video and minigames for **EDF,** using **TypeScript** and **Angular**
	• Concept art for **Loco Dojo,** a multiplayer virtual reality game voiced by **Brian Blessed**
	• **'Bar Sim Game',** an **award winning** multi-user **Three.js** financial simulation for **Diageo**

TITLE	## Senior WordPress Developer
DATES	May 2014 – January 2016
COMPANY	**Pragmatic,** specialists in **WordPress** website design, development and maintenance
ROLE	**Web design** and **WordPress development** projects of all sizes, as part of an **Agile** team
HIGHLIGHTS	• **Game of Thrones** themed shareable random quote generator, for **Tesco** and **Blinkbox**
	• A custom book-creation site with **WooCommerce** and automatic **print-on-demand**

TITLE	## Technical Director
DATES	July 2009 – May 2014
COMPANY	**Kandi,** a London-based multidisciplinary agency
ROLE	**WordPress** and **web app** development for many well-known brands
HIGHLIGHTS	• Suite of multilingual data-capture iPad apps for **Winsor & Newton,** with **PHP** backend
	• In-store touchscreen catalogue for footwear brand **Kurt Geiger,** built in **ActionScript**
	• 'Smarter Living', a lifestyle and pension calculator for **Zurich Insurance,** using **jQuery**
	• 'Broo', a custom **WordPress theme** with custom **plugins** based on **Bootstrap**
	• Promotional **microsite** with HTML5 animations for the **Ford B-Max** launch campaign

TITLE	## Art Editor and Developer
DATES	February 2008 – July 2009
COMPANY	**Publicis,** a multinational marketing and communications agency
ROLE	**Customer magazine** design and **web app** development for major international brands
HIGHLIGHTS	• 'Preview', a magazine and **Flash-driven** e-zine with embedded video for **Blockbuster**
	• 'Body Shape Challenge', a browser game for **New Look** shortlisted for an **APA award**

TITLE	## Freelance Art Editor
DATES	December 1999 – February 2008
CLIENTS	• **Redwood,** a London-based agency specialising in **customer magazines** and websites
	• **Time,** formerly IPC, a consumer magazine and digital publisher
	• **BBC Worldwide,** the commercial subsidiary of **the BBC** based in London
ROLE	Template creation and layout for high-profile magazines, exclusively through **DTF**
HIGHLIGHTS	• Design of award-winning **customer magazines** for **Britannia, Land Rover** and **Volvo**
	• Template design for a major brand refresh of **Radio Times** at **BBC Worldwide**

TITLE	## Graphic Designer and Art Editor
DATES	June 1998 – December 1999
COMPANY	**Thomson,** the UK's largest travel operator
ROLE	Brochure template design and **brand development** for **Thomson's** many sub-brands
HIGHLIGHT	• Won an internal award for my redesign of the **Skytours** brochure, and visual identity

Clients

AIDS Alliance   **Arms Around The Child**   **Asda**   **BBC Worldwide**   **Blockbuster**   **BMW**
Britannia   **BT**   **Caryn Franklin**   **The Daily Telegraph**   **Dazed**   **Diageo**   **EDF**   **Ford**
Gok Wan   **GVA**   **Headmasters**   **House of Windsor**   **Kandi**   **Kurt Geiger**   **Land Rover**
Legal & General   **Make Real**   **Malmaison**   **NBCUniversal**   **New Look**   **PCW**   **Publicis**
Radio Times   **RCI**   **Redwood**   **Responsible Travel**   **Saatchi & Saatchi**   **The SCI**
Selfridges   **Sony**   **Storm Management**   **Tesco**   **Thomson**   **Time**   **Toyota**   **VNU**
VisitBrighton   **Volvo**   **Winsor & Newton**   **Zurich Insurance**

Find out more…

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