

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, EDE, 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 <u>React</u> , <u>Next.js</u> , <u>Gatsby</u> , <u>Vue</u> and <u>Node</u> . Some <u>Express</u> and <u>WordPress</u>
LIBRARIES	Experienced with <u>Redux</u> , <u>Three.js</u> , <u>React Three Fiber</u> , <u>React Spring</u> and many more
DEV AND CI/CD	<u>NPM</u> , <u>Git</u> , <u>Webpack</u> , <u>Rollup</u> , <u>Babel</u> , <u>JSDoc</u> , <u>ESLint</u> , <u>Jest</u> , <u>Cypress</u> , <u>Storybook</u> and <u>Sentry</u>
LANGUAGES	Fluent in <u>JavaScript</u> , <u>TypeScript</u> , <u>Rust</u> , <u>HTML</u> and <u>CSS</u> . Some <u>PHP</u> , <u>GraphQL</u> and <u>Bash</u>
SOFTWARE	<u>VS Code</u> , <u>Blender</u> , <u>SketchUp</u> , <u>Adobe Animate</u> , <u>XD</u> , <u>Photoshop</u> , <u>InDesign</u> and <u>Illustrator</u>
DEGREE	BA (Hons) Graphic Communication with Painting and Photography
OTHER SKILLS	Professional experience in <u>Agile</u> and <u>Scrum</u> , <u>UX design</u> , 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	<u>Front-end</u> development, mostly with <u>React</u> , <u>Next.js</u> , <u>TypeScript</u> , <u>Rust</u> and <u>Three.js</u>
HIGHLIGHTS	<ul style="list-style-type: none">• 'Obdx', a set of open source <u>NPM</u> modules for better <u>JavaScript</u> developer experience• A complex app for managing BIM360 drawings, built with <u>Vue</u>, <u>Vuex</u> and <u>IBM Carbon</u>• Interior design app with AI, in <u>Next.js</u>, <u>TypeScript</u>, <u>React Three Fiber</u> and <u>Tailwind CSS</u>
TITLE	Senior Software Engineer
DATES	July 2019 – August 2022
COMPANY	<u>Easel TV</u> , a London-based company offering cross-platform video streaming solutions
ROLE	<ul style="list-style-type: none">• Recruited and led the <u>front-end</u> team• Worked closely with clients, technology partners and other stakeholders• Spearheaded R&D into running <u>React</u> on smart TVs and set top boxes• Modernised the tech-stack for an <u>Agile</u>, <u>CI/CD</u> workflow
HIGHLIGHTS	<ul style="list-style-type: none">• An advanced <u>multi-tenant</u> streaming TV website, built with <u>TypeScript</u> and <u>Gatsby</u>• Smart TV app for <u>NBCUniversal's</u> reality TV channel <u>hayu</u>, using <u>Node</u> and <u>React</u>• Content management admin dashboard for streaming TV, in <u>TypeScript</u> and <u>Next.js</u>
TITLE	Freelance Developer and Designer
DATES	June 2017 – July 2019
CLIENTS	<ul style="list-style-type: none">• <u>Fluxx</u>, a business transformation and product innovation agency based in London• <u>Responsible Travel</u>, an activist travel company based in Brighton• <u>VisitBrighton</u>, Brighton & Hove council's commercial marketing division
ROLE	Primarily <u>front-end</u> development using <u>React</u> and <u>Vue</u> , with a little <u>Node</u> back-end
HIGHLIGHTS	<ul style="list-style-type: none">• Ideation, design and build of an <u>award winning</u> exhibition stand for <u>VisitBrighton</u>• A set of <u>Three.js</u> motion graphics for <u>Responsible Travel</u> documentary 'Crowded Out'• '<u>Group Protection</u>', an insurance sales tool prototype for <u>Legal & General</u> in <u>Vue</u>
TITLE	JavaScript Guru
DATES	January 2016 – June 2017
COMPANY	<u>Make Real</u> , a digital agency building collaborative <u>serious games</u> and <u>VR experiences</u>
ROLE	In-house <u>JavaScript</u> specialist, delivering cutting edge immersive <u>web apps</u>
HIGHLIGHTS	<ul style="list-style-type: none">• Animated 3D guide with video and minigames for <u>EDE</u>, using <u>TypeScript</u> and <u>Angular</u>• Concept art for <u>Loco Dojo</u>, a multiplayer virtual reality game voiced by <u>Brian Blessed</u>• '<u>Bar Sim Game</u>', an <u>award winning</u> multi-user <u>Three.js</u> financial simulation for <u>Diageo</u>

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • ‘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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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](#)
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