

RICH PLASTOW

Award-winning **full stack JavaScript developer** with 20 years' experience working for leading brands and digital agencies in London and Brighton.

I'm friendly, committed, professional and passionate about great code and great user experiences, with a broad range of skills and an excellent eye for detail. I've worked on projects for [the BBC](#), [NBCUniversal](#), [Diageo](#), [Sony](#), [Volvo](#), [BT](#), [Saatchi & Saatchi](#) and the [House of Windsor](#). I build feature-rich websites and [web apps](#) that are fast, accessible, maintainable and robust at production scale, enjoyed by 100,000s of users.

Skills

LANGUAGES	Fluent in JavaScript , TypeScript , GraphQL , CSS and Sass . Some PHP , Rust and Python
FRAMEWORKS	Excellent with React , Next.js , Vue , Node and Three.js . Some Gatsby , Express and Expo
LIBRARIES	Experienced with Tailwind , Redux , React Router , React Spring , Lodash and many more
CODE QUALITY	Currently Prettier , ESLint , Storybook , JSDoc , Jest , Playwright , Sentry and Lighthouse
BUILD/DEVOPS	Great with NPM , Git , GitHub , Turbo and AWS . Some Nx , Docker , Azure and GCP
SOFTWARE	VS Code , Figma , Blender , Adobe Animate , XD , Photoshop , InDesign and Illustrator
DEGREE	BA (Hons) Graphic Communication with Painting and Photography
OTHER SKILLS	Professional experience in Agile and Scrum , photography and retouching, UX design , illustration and icon design, sub-editing and proofreading, motion graphics and 3D

Clients

[Asda](#) [The BBC](#), [BMW](#) [Britannia](#) [BT](#) [The Daily Telegraph](#) [Dazed](#) [Diageo](#) [EDF](#)
[Ford](#) [Gok Wan](#) [GVA](#) [Headmasters](#) [House of Windsor](#) [HX](#) [Kurt Geiger](#) [Land Rover](#)
[Legal & General](#) [Malmaison](#) [NBCUniversal](#) [New Look](#) [Publicis](#) [Radio Times](#) [RCI](#)
[Redwood](#) [Responsible Travel](#) [Saatchi & Saatchi](#) [Selfridges](#) [Sony](#) [Storm Management](#)
[Tesco](#) [Time](#) [Toyota](#) [VisitBrighton](#) [Volvo](#) [Winsor & Newton](#) [WSP](#) [Zurich Insurance](#)

Career

TITLE	Senior Frontend Developer
DATES	January 2025 – present
COMPANY	BBC Bitesize at The BBC , based in MediaCityUK, Manchester
ROLE	<ul style="list-style-type: none">Part of an interdisciplinary team working at the leading edge of technology, building a pilot e-learning chatbot for GCSE students. The outcomes of this project will help shape the BBC's generative AI safety standards for many years to comeCollaborated with machine-learning developers to devise a RESTful API for safe and secure communication with the Azure OpenAI Large Language ModelCreated the chatbot UI and a suite of greenfield web apps in a Turborepo monorepo with excellent Google Lighthouse scores, using Next.js, TypeScript and TailwindSet up Jest, Chai, React Testing Library, JSDoc, Storybook and a custom generator to keep code modular, maintainable, reliable and well documented
HIGHLIGHTS	<ul style="list-style-type: none">Developed a robust, high performance pipeline utility, to transform legacy CSV and XML data, and semantic CMS content, into accessible React componentsImproved my Python skills, and gained hands-on experience working with LLM tools including Pinecone vector RAG, Nvidia NeMo guardrails, LangChain and inspect-aiBuilt a chatbot server in Express with SuperTest tests, for demonstrating integration with OpenAI services, alongside simple mock interactions
TITLE	Senior Full Stack JavaScript Engineer
DATES	June – December 2024 (6 month contract)
COMPANY	HX , London, offer premium cruises to destinations like the Galápagos and Antarctica
ROLE	<ul style="list-style-type: none">Built React components for a new Figma design system, with pixel-perfect TailwindWorked closely with product owners, developers, designers and other stakeholdersImplemented new page designs and layouts for travelhx.com, a high-performance, high-volume, high-value customer-facing Next.js + TypeScript website
HIGHLIGHTS	<ul style="list-style-type: none">Introduced the team to generators, and created a suite of high quality componentsBuilt a system for responsive scroll-driven animated maps, with custom React hooksCreated an advanced Storybook instance, generating docs from JSDoc comments

TITLE	Front-End Developer
DATES	August 2023 – May 2024
COMPANY	<u>KOPE</u> , based in London, provide AI-powered web apps for offsite construction
ROLE	<ul style="list-style-type: none"> • Researched and evaluated new technologies, including <u>Nx</u> monorepo and <u>Drie</u> 3D • Championed robust, maintainable, accessible code, with excellent <u>core web vitals</u> • Mentored junior developers, through code reviews and discussion groups
HIGHLIGHTS	<ul style="list-style-type: none"> • AI-driven productivity app for architects with custom <u>3D configurator</u>, built with <u>Vue</u> • Drawing management tool for engineers at <u>WSP</u>, using <u>IBM Carbon</u> and <u>GraphQL</u> • Transitioned the <u>front-end</u> multi-repos to an <u>Nx monorepo</u>, retaining full <u>Git</u> history
TITLE	Freelance Full Stack JavaScript Developer
DATES	August 2022 – August 2023
CLIENTS	• <u>KOPE</u> , <u>VisitBrighton</u> and generative AI interior design startup <u>Not Timid</u>
ROLE	Full stack JavaScript web apps in <u>Node</u> , <u>React</u> , <u>Next.js</u> , <u>TypeScript</u> , <u>Tailwind</u> and <u>Three.js</u>
HIGHLIGHTS	<ul style="list-style-type: none"> • <u>React Native</u> app and admin dashboard, with <u>AWS EC2</u>, <u>S3</u>, <u>Gateway</u> and <u>DynamoDB</u> • Interior design app using <u>AWS</u>, <u>Next.js</u>, <u>Expo</u>, <u>TS</u>, <u>React Three Fiber</u> and <u>Tailwind CSS</u> • A prototype using <u>Vue-based</u> 3D animation: <u>richplastow.com/cluster-viewer</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, led and mentored the <u>JavaScript</u> devs, as part of a <u>cross-functional team</u> • Worked closely with clients, technology partners and other stakeholders • Championed <u>React Native</u> for <u>OTT VoD</u>, and <u>React</u> for smart TVs and set top boxes • Modernised the tech-stack for an <u>Agile</u>, <u>CI/CD</u> workflow with <u>AWS S3</u> and <u>Lambda</u>
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>VisitBrighton</u>, Brighton & Hove council's commercial marketing deivision • <u>Responsible Travel</u>, an activist travel company based in Brighton • <u>Fluxx</u>, a business transformation and product innovation agency based in London
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>EDF</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>', a multi-user 3D financial simulation for <u>Diageo</u>, built using <u>Three.js</u>, which won a DevLearn DemoFest award: <u>richplastow.com/#bar-sim-game</u>
TITLE	Senior WordPress Developer
DATES	May 2014 – January 2016
COMPANY	<u>Pragmatic</u> , specialists in <u>WordPress</u> website design, development and maintenance
ROLE	<u>Web design</u> and <u>WordPress development</u> projects of all sizes, as part of an <u>Agile</u> team
HIGHLIGHTS	<ul style="list-style-type: none"> • <u>Game of Thrones</u> themed shareable random quote generator, for <u>Tesco</u> and <u>Blinkbox</u> • A custom book-creation site with <u>WooCommerce</u> and automatic <u>print-on-demand</u>
TITLE	Technical Director
DATES	July 2009 – May 2014
COMPANY	<u>Kandi</u> , a London-based multidisciplinary agency
ROLE	<u>WordPress</u> and <u>web app</u> development for many well-known brands
HIGHLIGHTS	<ul style="list-style-type: none"> • Suite of multilingual data-capture iPad apps for <u>Winsor & Newton</u>, with <u>PHP</u> backend • In-store touchscreen catalogue for footwear brand <u>Kurt Geiger</u>, built in ActionScript • 'Smarter Living', a lifestyle and pension calculator for <u>Zurich Insurance</u>, using jQuery • 'Broo', a custom <u>WordPress theme</u> with custom <u>plugins</u> based on <u>Bootstrap</u> • Promotional <u>microsite</u> with HTML5 animations for the <u>Ford B-Max</u> 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 June 2001 – 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
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**

Find out more

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