

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

TITLE	Senior WordPress Developer
DATES	May 2014 – January 2016
COMPANY	<a href="#">Pragmatic</a> , specialists in <a href="#">WordPress</a> website design, development and maintenance
ROLE	<a href="#">Web design</a> and <a href="#">WordPress development</a> projects of all sizes, as part of an <a href="#">Agile</a> team
HIGHLIGHTS	<ul style="list-style-type: none"> <li>• <a href="#">Game of Thrones</a> themed shareable random quote generator, for <a href="#">Tesco</a> and <a href="#">Blinkbox</a></li> <li>• A custom book-creation site with <a href="#">WooCommerce</a> and automatic <a href="#">print-on-demand</a></li> </ul>
TITLE	Technical Director
DATES	July 2009 – May 2014
COMPANY	<a href="#">Kandi</a> , a London-based multidisciplinary agency
ROLE	<a href="#">WordPress</a> and <a href="#">web app</a> development for many well-known brands
HIGHLIGHTS	<ul style="list-style-type: none"> <li>• Suite of multilingual data-capture iPad apps for <a href="#">Winsor &amp; Newton</a>, with <a href="#">PHP</a> backend</li> <li>• In-store touchscreen catalogue for footwear brand <a href="#">Kurt Geiger</a>, built in <a href="#">ActionScript</a></li> <li>• ‘Smarter Living’, a lifestyle and pension calculator for <a href="#">Zurich Insurance</a>, using <a href="#">jQuery</a></li> <li>• ‘Broo’, a custom <a href="#">WordPress theme</a> with custom <a href="#">plugins</a> based on <a href="#">Bootstrap</a></li> <li>• Promotional <a href="#">microsite</a> with HTML5 animations for the <a href="#">Ford B-Max</a> launch campaign</li> </ul>
TITLE	Art Editor and Developer
DATES	February 2008 – July 2009
COMPANY	<a href="#">Publicis</a> , a multinational marketing and communications agency
ROLE	<a href="#">Customer magazine</a> design and <a href="#">web app</a> development for major international brands
HIGHLIGHTS	<ul style="list-style-type: none"> <li>• ‘Preview’, a magazine and <a href="#">Flash-driven</a> e-zine with embedded video for <a href="#">Blockbuster</a></li> <li>• ‘Body Shape Challenge’, a browser game for <a href="#">New Look</a> shortlisted for an <a href="#">APA award</a></li> </ul>
TITLE	Freelance Art Editor
DATES	December 1999 – February 2008
CLIENTS	<ul style="list-style-type: none"> <li>• <a href="#">Redwood</a>, a London-based agency specialising in <a href="#">customer magazines</a> and websites</li> <li>• <a href="#">Time</a>, formerly IPC, a consumer magazine and digital publisher</li> <li>• <a href="#">BBC Worldwide</a>, the commercial subsidiary of <a href="#">the BBC</a> based in London</li> </ul>
ROLE	Template creation and layout for high-profile magazines, exclusively through <a href="#">DTF</a>
HIGHLIGHTS	<ul style="list-style-type: none"> <li>• Design of award-winning <a href="#">customer magazines</a> for <a href="#">Britannia</a>, <a href="#">Land Rover</a> and <a href="#">Volvo</a></li> <li>• Template design for a major brand refresh of <a href="#">Radio Times</a> at <a href="#">BBC Worldwide</a></li> </ul>
TITLE	Graphic Designer and Art Editor
DATES	June 1998 – December 1999
COMPANY	<a href="#">Thomson</a> , the UK’s largest travel operator
ROLE	Brochure template design and <a href="#">brand development</a> for <a href="#">Thomson’s</a> many sub-brands
HIGHLIGHT	<ul style="list-style-type: none"> <li>• Won an internal award for my redesign of the <a href="#">Skytours</a> brochure, and visual identity</li> </ul>

## 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](#)

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