

RICH PLASTOW

Award-winning **frontend web app developer** with twenty 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 <u>JavaScript</u> , <u>TypeScript</u> , <u>GraphQL</u> , <u>CSS</u> and <u>Sass</u> . Some <u>PHP</u> , <u>Rust</u> and <u>Python</u>
FRAMEWORKS	Excellent with <u>React</u> , <u>Next.js</u> , <u>Vue</u> , <u>Node</u> and <u>Three.js</u> . Some <u>Gatsby</u> , <u>Express</u> and <u>Expo</u>
LIBRARIES	Experienced with <u>Tailwind</u> , <u>Redux</u> , <u>React Router</u> , <u>React Spring</u> , <u>Lodash</u> and many more
CODE QUALITY	Currently <u>Prettier</u> , <u>ESLint</u> , <u>Storybook</u> , <u>JSdoc</u> , <u>Jest</u> , <u>Playwright</u> , <u>Sentry</u> and <u>Lighthouse</u>
BUILD/DEVOPS	Great with <u>NPM</u> , <u>Git</u> , <u>GitHub</u> , <u>Turbo</u> and <u>AWS</u> . Some <u>Nx</u> , <u>Docker</u> , <u>Azure</u> and <u>GCP</u>
SOFTWARE	<u>VS Code</u> , <u>Figma</u> , <u>Blender</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> , photography and retouching, <u>UX design</u> , illustration and icon design, sub-editing and proofreading, motion graphics and 3D

Clients

Asda BBC BMW Britannia BT Daily Telegraph Dazed Diageo EDF Ford Gok Wan
GVA Headmasters House of Windsor HX Kurt Geiger Land Rover Legal & General
Malmaison Make Real 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	Freelance Senior Frontend-Leaning Full Stack Engineer
DATES	March 2025 – present
ROLE	<u>Full stack JavaScript</u> web apps, built with <u>AWS</u> , <u>Node</u> , <u>React</u> , <u>Next.js</u> and <u>TypeScript</u>
HIGHLIGHTS	<ul style="list-style-type: none">• Set up a greenfield <u>Turborepo</u> for building high quality, high performance <u>Next</u> apps• Early concept work, prototyping and design for Brighton tech startup JellyBerry• Wrote custom serverless <u>AWS Lambda</u> scripts for a <u>multi-tenant</u> dashboard project
TITLE	Senior Frontend Developer
DATES	January – March 2025 (3 month contract)
CLIENT	<u>BBC Bitesize</u> at <u>The BBC</u> , based in MediaCityUK, Manchester
ROLE	<ul style="list-style-type: none">• Part of an <u>interdisciplinary team</u> building a pilot <u>e-learning chatbot</u> for GCSE students, a project which has helped shape the BBC's <u>generative AI safety</u> standards• Collaborated with <u>machine-learning</u> developers to devise a <u>RESTful API</u> for safe and secure communication with the <u>Azure OpenAI Large Language Model</u>• Created the chatbot <u>UI</u> and a suite of greenfield web apps in a <u>Turborepo</u> monorepo with excellent <u>Google Lighthouse</u> scores, using <u>Next.js</u>, <u>TypeScript</u> and <u>Tailwind</u>• Set up <u>Jest</u>, <u>Chai</u>, <u>React Testing Library</u>, <u>JSdoc</u>, <u>Storybook</u> and a custom <u>generator</u> to keep code modular, maintainable, reliable and well documented
HIGHLIGHTS	<ul style="list-style-type: none">• Built a pipeline utility to render <u>CSV</u> and <u>XML</u> data as accessible <u>React components</u>• Created a chatbot server in <u>Express</u> with <u>SuperTest</u> unit tests which simulates <u>OpenAI</u> services, for integration testing the apps, and speeding up development
TITLE	Senior Full Stack JavaScript Engineer
DATES	June – December 2024 (6 month contract)
CLIENT	<u>HX</u> , London, offer premium cruises to destinations like the Galápagos and Antarctica
ROLE	<ul style="list-style-type: none">• Built <u>React</u> components for a new <u>Figma</u> design system, with pixel-perfect <u>Tailwind</u>• Worked closely with product owners, developers, designers and other stakeholders• Implemented the redesign of <u>travelhx.com</u>, a high-volume, high-value <u>Next.js</u> website
HIGHLIGHTS	<ul style="list-style-type: none">• Introduced the team to <u>generators</u>, and created a suite of high quality components• Built a system for responsive scroll-driven animated maps, with <u>custom React hooks</u>• Created an advanced <u>Storybook</u> instance, generating docs from <u>JSdoc</u> 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	<u>Full stack JavaScript</u> 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 division • <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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