

# 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>Nx</u> , <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>
CI/CD	Great with <u>NPM</u> , <u>Git</u> , <u>GitHub</u> , <u>Turbo</u> and <u>AWS</u> . Some <u>CircleCI</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 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	<u>BBC Bitesize</u> at <u>The BBC</u> , based in MediaCityUK, Manchester
ROLE	<ul style="list-style-type: none"><li>Part of an <u>interdisciplinary team</u> working at the leading edge of technology, building a pilot <u>e-learning chatbot</u> for GCSE students. The outcomes of this project will help shape the BBC's <u>generative AI safety</u> standards for many years to come</li><li>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></li><li>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></li><li>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</li></ul>
HIGHLIGHTS	<ul style="list-style-type: none"><li>Developed a robust, high performance pipeline utility, to transform legacy <u>CSV</u> and <u>XML</u> data, and semantic <u>CMS</u> content, into accessible <u>React components</u></li><li>Improved my <u>Python</u> skills, and gained hands-on experience working with <u>LLM</u> tools including <u>Pinecone vector RAG</u>, <u>Nvidia NeMo</u> guardrails, <u>LangChain</u> and <u>inspect-ai</u></li><li>Built a chatbot server in <u>Express</u> with <u>SuperTest</u> tests, for demonstrating integration with <u>OpenAI</u> services, alongside simple mock interactions</li></ul>
TITLE	Senior Full Stack JavaScript Engineer
DATES	June – December 2024 (6 month contract)
COMPANY	<u>HX</u> , London, offer premium cruises to destinations like the Galápagos and Antarctica
ROLE	<ul style="list-style-type: none"><li>Built <u>React</u> components for a new <u>Figma</u> design system, with pixel-perfect <u>Tailwind</u></li><li>Worked closely with product owners, developers, designers and other stakeholders</li><li>Implemented new page designs and layouts for <u>travelhx.com</u>, a high-performance, high-volume, high-value customer-facing <u>Next.js</u> + <u>TypeScript</u> website</li></ul>
HIGHLIGHTS	<ul style="list-style-type: none"><li>Introduced the team to <u>generators</u>, and created a suite of high quality components</li><li>Built a system for responsive scroll-driven animated maps, with <u>custom React hooks</u></li><li>Created an advanced <u>Storybook</u> instance, generating docs from <u>JSDoc</u> comments</li></ul>

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"> <li>• Researched and evaluated new technologies, including <u>Nx</u> monorepo and <u>Drie</u> 3D</li> <li>• Championed robust, maintainable, accessible code, with excellent <u>core web vitals</u></li> <li>• Mentored junior developers, through code reviews and discussion groups</li> </ul>
HIGHLIGHTS	<ul style="list-style-type: none"> <li>• AI-driven productivity app for architects with custom <u>3D configurator</u>, built with <u>Vue</u></li> <li>• Drawing management tool for engineers at <u>WSP</u>, using <u>IBM Carbon</u> and <u>GraphQL</u></li> <li>• Transitioned the <u>front-end</u> multi-repos to an <u>Nx monorepo</u>, retaining full <u>Git</u> history</li> </ul>
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"> <li>• <u>React Native</u> app and admin dashboard, with <u>AWS EC2</u>, <u>S3</u>, <u>Gateway</u> and <u>DynamoDB</u></li> <li>• 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></li> <li>• A prototype using <u>Vue-based</u> 3D animation: <u>richplastow.com/cluster-viewer</u></li> </ul>
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"> <li>• Recruited, led and mentored the <u>JavaScript</u> devs, as part of a <u>cross-functional team</u></li> <li>• Worked closely with clients, technology partners and other stakeholders</li> <li>• Championed <u>React Native</u> for <u>OTT VoD</u>, and <u>React</u> for smart TVs and set top boxes</li> <li>• Modernised the tech-stack for an <u>Agile</u>, <u>CI/CD</u> workflow with <u>AWS S3</u> and <u>Lambda</u></li> </ul>
HIGHLIGHTS	<ul style="list-style-type: none"> <li>• An advanced <u>multi-tenant</u> streaming TV website, built with <u>TypeScript</u> and <u>Gatsby</u></li> <li>• Smart TV app for <u>NBCUniversal's</u> reality TV channel <u>hayu</u>, using <u>Node</u> and <u>React</u></li> <li>• Content management admin dashboard for streaming TV, in <u>TypeScript</u> and <u>Next.js</u></li> </ul>
TITLE	Freelance Developer and Designer
DATES	June 2017 – July 2019
CLIENTS	<ul style="list-style-type: none"> <li>• <u>VisitBrighton</u>, Brighton &amp; Hove council's commercial marketing deivision</li> <li>• <u>Responsible Travel</u>, an activist travel company based in Brighton</li> <li>• <u>Fluxx</u>, a business transformation and product innovation agency based in London</li> </ul>
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"> <li>• Ideation, design and build of an <u>award winning</u> exhibition stand for <u>VisitBrighton</u></li> <li>• A set of <u>Three.js</u> motion graphics for <u>Responsible Travel</u> documentary 'Crowded Out'</li> <li>• '<u>Group Protection</u>', an insurance sales tool prototype for <u>Legal &amp; General</u> in <u>Vue</u></li> </ul>
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"> <li>• Animated 3D guide with video and minigames for <u>EDF</u>, using <u>TypeScript</u> and <u>Angular</u></li> <li>• Concept art for <u>Loco Dojo</u>, a multiplayer virtual reality game voiced by <u>Brian Blessed</u></li> <li>• '<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></li> </ul>
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"> <li>• <u>Game of Thrones</u> themed shareable random quote generator, for <u>Tesco</u> and <u>Blinkbox</u></li> <li>• A custom book-creation site with <u>WooCommerce</u> and automatic <u>print-on-demand</u></li> </ul>
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"> <li>• Suite of multilingual data-capture iPad apps for <u>Winsor &amp; Newton</u>, with <u>PHP</u> backend</li> <li>• In-store touchscreen catalogue for footwear brand <u>Kurt Geiger</u>, built in ActionScript</li> <li>• 'Smarter Living', a lifestyle and pension calculator for <u>Zurich Insurance</u>, using jQuery</li> <li>• 'Broo', a custom <u>WordPress theme</u> with custom <u>plugins</u> based on <u>Bootstrap</u></li> <li>• Promotional <u>microsite</u> with HTML5 animations for the <u>Ford B-Max</u> launch campaign</li> </ul>

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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