

# RICH PLASTOW

Award-winning front-end web app developer with twenty years' experience working for leading brands and digital agencies 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	Expert in <u>React</u> , <u>Next.js</u> , <u>Gatsby</u> , <u>Vue</u> , <u>Three.js</u> and <u>Node</u> . Some <u>Express</u> and <u>WordPress</u>
LIBRARIES	Experienced with <u>Redux</u> , <u>React Router</u> , <u>React Three Fiber</u> , <u>React Spring</u> and many more
DEV AND CI/CD	<u>Nx</u> , <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> , <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	Front-End Developer
DATES	August 2024 – present
COMPANY	<u>KOPE</u> , based in London, which provides AI-powered web apps for offsite construction
ROLE	<ul style="list-style-type: none"><li>• Researched and evaluated new technologies, including <u>Nx</u> and <u>Drie</u></li><li>• Championed robust, maintainable, production-ready code</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 <u>WSP's</u> structural engineers, using <u>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><li>• Added innovative <u>JSDoc-based</u> 'soft typing', as a lightweight alternative to <u>TypeScript</u></li></ul>
TITLE	Freelance Web App Developer
DATES	August 2022 – August 2023
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"><li>• 'Obdx', a set of open source <u>NPM</u> modules for better <u>JavaScript</u> developer experience</li><li>• Interior design app with AI, in <u>Next.js</u>, <u>TypeScript</u>, <u>React Three Fiber</u> and <u>Tailwind CSS</u></li><li>• A prototype using <u>Vue-based</u> 3D animation: <a href="https://richplastow.com/cluster-viewer">https://richplastow.com/cluster-viewer</a></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 and led the <u>front-end</u> team</li><li>• Worked closely with clients, technology partners and other stakeholders</li><li>• Spearheaded R&amp;D into running <u>React</u> on smart TVs and set top boxes</li><li>• Modernised the tech-stack for an <u>Agile</u>, <u>CI/CD</u> workflow</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 devision</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** [Make Real](#), a digital agency building collaborative [serious games](#) and [VR experiences](#)  
**ROLE** In-house [JavaScript](#) specialist, delivering cutting edge immersive [web apps](#)  
**HIGHLIGHTS** • Animated 3D guide with video and minigames for [EDF](#), using [TypeScript](#) and [Angular](#)  
• Concept art for [Loco Dojo](#), a multiplayer virtual reality game voiced by [Brian Blessed](#)  
• ‘[Bar Sim Game](#)’, a multi-user 3D financial simulation for [Diageo](#), built using [Three.js](#), which won the Immersive/Learning Simulation Award at DevLearn DemoFest 2018 — for more information, visit <https://richplastow.com/#bar-sim-game>

**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** • [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** • 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** • ‘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, exclusively through [DTE](#)  
**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](#)

## 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](#) [WSP](#) [Zurich Insurance](#)

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**PORTFOLIO** [richplastow.com](https://richplastow.com)  
**GITHUB** [richplastow](https://github.com/richplastow)  
**EMAIL** [rich@richplastow.com](mailto:rich@richplastow.com)