# RICH PLASTOW

A creative [front-end](https://en.wikipedia.org/wiki/Front-end_web_development) [web app](https://en.wikipedia.org/wiki/Web_application) [developer](https://en.wikipedia.org/wiki/Web_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,](https://en.wikipedia.org/wiki/BBC) [NBCUniversal,](https://en.wikipedia.org/wiki/NBCUniversal) [Legal & General,](https://en.wikipedia.org/wiki/Legal_%26_General) [Diageo,](https://en.wikipedia.org/wiki/Diageo) [EDF,](https://en.wikipedia.org/wiki/EDF_Energy) [Sony,](https://en.wikipedia.org/wiki/Sony)  
[Volvo,](https://en.wikipedia.org/wiki/Volvo_Cars) [BT](https://en.wikipedia.org/wiki/BT_Group), [Saatchi & Saatchi](https://en.wikipedia.org/wiki/Saatchi_%26_Saatchi) and the [House of Windsor.](https://en.wikipedia.org/wiki/House_of_Windsor) I build beautiful, feature-rich   
[web apps,](https://en.wikipedia.org/wiki/Web_application) and love using new browser technologies to surprise and delight end users.

## Skills

FRAMEWORKS Excellent with [React,](https://en.wikipedia.org/wiki/React_(JavaScript_library)) [Gatsby,](https://www.gatsbyjs.com/) [Vue](https://en.wikipedia.org/wiki/Vue.js) and [WordPress.](https://en.wikipedia.org/wiki/WordPress) Some [Express,](https://en.wikipedia.org/wiki/Express.js) [Angular](https://en.wikipedia.org/wiki/Angular_(web_framework)) and [Next.js](https://en.wikipedia.org/wiki/Next.js)

Libraries Experienced with [Three.js,](https://en.wikipedia.org/wiki/Three.js) [Redux,](https://en.wikipedia.org/wiki/Redux_(JavaScript_library)) [React Three Fiber,](https://docs.pmnd.rs/react-three-fiber/getting-started/introduction) [React Spring](https://react-spring.dev/) and many more

Dev and Ci/CD [NPM,](https://en.wikipedia.org/wiki/Npm_(software)) [Git,](https://en.wikipedia.org/wiki/Git) [Webpack,](https://en.wikipedia.org/wiki/Webpack) [Rollup,](https://rollupjs.org/guide/en/) [Babel,](https://en.wikipedia.org/wiki/Babel_(compiler)) [JSDoc,](https://en.wikipedia.org/wiki/JSDoc) [ESLint,](https://eslint.org/) [Jest,](https://en.wikipedia.org/wiki/Jest_(JavaScript_framework)) [Cypress,](https://www.cypress.io/) [Storybook](https://storybook.js.org/) and [Sentry](https://sentry.io/welcome/)

LANGUAGES Fluent in [JavaScript,](https://en.wikipedia.org/wiki/JavaScript) [TypeScript,](https://en.wikipedia.org/wiki/TypeScript) [Rust,](https://en.wikipedia.org/wiki/Rust_(programming_language)) [HTML,](https://en.wikipedia.org/wiki/HTML) [CSS](https://en.wikipedia.org/wiki/Cascading_Style_Sheets) and [PHP.](https://en.wikipedia.org/wiki/PHP) Some [GraphQL](https://en.wikipedia.org/wiki/GraphQL) and [Bash](https://en.wikipedia.org/wiki/Shell_script)

SOFTWARE [VS Code,](https://en.wikipedia.org/wiki/Visual_Studio_Code) [Blender,](https://en.wikipedia.org/wiki/Blender_(software)) [SketchUp,](https://en.wikipedia.org/wiki/SketchUp) [Adobe Animate,](https://en.wikipedia.org/wiki/Adobe_Animate) [XD,](https://en.wikipedia.org/wiki/Adobe_XD) [Photoshop,](https://en.wikipedia.org/wiki/Adobe_Photoshop) [InDesign](https://en.wikipedia.org/wiki/Adobe_InDesign) and [Illustrator](https://en.wikipedia.org/wiki/Adobe_Illustrator)

DEGREE BA (Hons) Graphic Communication with Painting and Photography

OTHER SKILLS Professional experience in [Agile](https://en.wikipedia.org/wiki/Agile_software_development) and [Scrum,](https://en.wikipedia.org/wiki/Scrum_(software_development)) [UX design,](https://en.wikipedia.org/wiki/User_interface_design) 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 [Front-end](https://en.wikipedia.org/wiki/Front-end_web_development) development, mostly with [React,](https://en.wikipedia.org/wiki/React_(JavaScript_library)) [TypeScript,](https://en.wikipedia.org/wiki/TypeScript) [Rust](https://en.wikipedia.org/wiki/Rust_(programming_language)) and [Three.js](https://en.wikipedia.org/wiki/Three.js)

HIGHLIGHT • ‘ruffLIB’, a family of open source [NPM](https://en.wikipedia.org/wiki/Npm_(software)) modules for building better [JavaScript](https://en.wikipedia.org/wiki/JavaScript) apps

TITLE Senior Software Engineer

DATES July 2019 – August 2022

COMPANY [Easel TV,](https://www.easeltv.com/) a London-based company offering cross-platform video streaming solutions

ROLE • Recruited and led the [front-end](https://en.wikipedia.org/wiki/Front-end_web_development) team  
• Worked closely with clients, technology partners and other stakeholders  
• Spearheaded R&D into running [React](https://en.wikipedia.org/wiki/React_(JavaScript_library)) on smart TVs and set top boxes  
• Modernised the tech-stack for an [Agile,](https://en.wikipedia.org/wiki/Agile_software_development) [CI/CD](https://en.wikipedia.org/wiki/CI/CD) workflow

HIGHLIGHTS • Smart TV app for [NBCUniversal’s](https://en.wikipedia.org/wiki/NBCUniversal) reality TV channel [hayu,](https://en.wikipedia.org/wiki/Hayu_(service)) using [TypeScript](https://en.wikipedia.org/wiki/TypeScript) and [React](https://en.wikipedia.org/wiki/React_(JavaScript_library))

• An advanced [multi-tenant](https://en.wikipedia.org/wiki/Multitenancy) streaming TV website, built with [TypeScript](https://en.wikipedia.org/wiki/TypeScript) and [Gatsby](https://www.gatsbyjs.com/)

TITLE Freelance Developer and Designer

DATES June 2017 – July 2019

Clients • [Fluxx,](https://fluxx.uk.com/) a business transformation and product innovation agency based in London  
• [Responsible Travel,](https://en.wikipedia.org/wiki/Responsible_Travel) an activist travel company based in Brighton  
• [VisitBrighton,](https://www.visitbrighton.com/) Brighton & Hove council’s commercial marketing division

ROLE Primarily [front-end](https://en.wikipedia.org/wiki/Front-end_web_development) development using [React](https://en.wikipedia.org/wiki/React_(JavaScript_library)) and [Vue,](https://en.wikipedia.org/wiki/Vue.js) with a little [Node](https://en.wikipedia.org/wiki/NodeJS) back-end

HIGHLIGHTS • Ideation, design and build of an [award winning](https://worldexhibitionstandawards.com/entries/visitbrighton-small-is-beautiful/) exhibition stand for [VisitBrighton](https://www.visitbrighton.com/)   
• A set of [Three.js](https://en.wikipedia.org/wiki/Three.js) motion graphics for [Responsible Travel](https://en.wikipedia.org/wiki/Responsible_Travel) documentary ‘Crowded Out’

• [‘Group Protection’,](https://richplastow.com/#group-protection) an insurance sales tool prototype for [Legal & General](https://en.wikipedia.org/wiki/Legal_%26_General) in [Vue](https://en.wikipedia.org/wiki/Vue.js)

TITLE JavaScript Guru

DATES January 2016 – June 2017

COMPANY [Make Real,](http://www.makereal.co.uk/about/) a digital agency building collaborative [serious games](https://en.wikipedia.org/wiki/Serious_game) and [VR experiences](https://en.wikipedia.org/wiki/WebVR)

ROLE In-house [JavaScript](https://en.wikipedia.org/wiki/JavaScript) specialist, delivering cutting edge immersive [web apps](https://en.wikipedia.org/wiki/Web_application)

HIGHLIGHTS • Animated 3D guide with video and minigames for [EDF,](https://en.wikipedia.org/wiki/EDF_Energy) using [TypeScript](https://en.wikipedia.org/wiki/TypeScript) and [Angular](https://en.wikipedia.org/wiki/Angular_(application_platform))  
• Concept art for [Loco Dojo,](https://www.locodojogame.com/) a multiplayer virtual reality game voiced by [Brian Blessed](https://en.wikipedia.org/wiki/Brian_Blessed)

• [‘Bar Sim Game’,](https://richplastow.com/#bar-sim-game) an [award winning](https://web.archive.org/web/20201023073934/https:/www.brightwavegroup.com/2018/10/26/brightwave-wins-immersive-learning-simulation-award-at-devlearn-demofest/) multi-user [Three.js](https://en.wikipedia.org/wiki/Three.js) financial simulation for [Diageo](https://en.wikipedia.org/wiki/Diageo)

TITLE Senior WordPress Developer

DATES May 2014 – January 2016

COMPANY [Pragmatic,](https://angrycreative.com/about-us/) specialists in [WordPress](https://en.wikipedia.org/wiki/WordPress) website design, development and maintenance

ROLE [Web design](https://en.wikipedia.org/wiki/Web_design) and [WordPress development](https://en.wikipedia.org/wiki/WordPress) projects of all sizes, as part of an [Agile](https://en.wikipedia.org/wiki/Agile_software_development) team

HIGHLIGHTS • [Game of Thrones](https://en.wikipedia.org/wiki/Game_of_Thrones) themed shareable random quote generator, for [Tesco](https://en.wikipedia.org/wiki/Tesco) and [Blinkbox](https://en.wikipedia.org/wiki/TalkTalk_TV_Store)

• A custom book-creation site with [WooCommerce](https://en.wikipedia.org/wiki/WooCommerce) and automatic [print-on-demand](https://en.wikipedia.org/wiki/Print_on_demand)

TITLE Technical Director

DATES July 2009 – May 2014

COMPANY [Kandi,](https://www.kandilondon.com/) a London-based multidisciplinary agency

ROLE [WordPress](https://en.wikipedia.org/wiki/WordPress) and [web app](https://en.wikipedia.org/wiki/Web_application) development for many well-known brands

HIGHLIGHTS • Suite of multilingual data-capture iPad apps for [Winsor & Newton,](https://en.wikipedia.org/wiki/Winsor_%26_Newton) with [PHP](https://en.wikipedia.org/wiki/PHP) backend

• In-store touchscreen catalogue for footwear brand [Kurt Geiger,](https://en.wikipedia.org/wiki/Kurt_Geiger) built in [ActionScript](https://en.wikipedia.org/wiki/ActionScript)  
• ‘Smarter Living’, a lifestyle and pension calculator for [Zurich Insurance,](http://www.zurich.co.uk/aboutus/zurichintheuk/) using [jQuery](https://en.wikipedia.org/wiki/jQuery)  
• ‘Broo’, a custom [WordPress theme](https://en.wikipedia.org/wiki/WordPress#Themes) with custom [plugins](https://en.wikipedia.org/wiki/WordPress#Plugins) based on [Bootstrap](https://en.wikipedia.org/wiki/Bootstrap_(front-end_framework))  
• Promotional [microsite](https://en.wikipedia.org/wiki/Microsite) with HTML5 animations for the [Ford B-Max](https://en.wikipedia.org/wiki/Ford_B-Max) launch campaign

TITLE Art Editor and Developer

DATES February 2008 – July 2009

COMPANY [Publicis,](https://en.wikipedia.org/wiki/Publicis) a multinational marketing and communications agency

ROLE [Customer magazine](https://en.wikipedia.org/wiki/Customer_magazine) design and [web app](https://en.wikipedia.org/wiki/Web_application) development for major international brands

HIGHLIGHTS • ‘Preview’, a magazine and [Flash](https://en.wikipedia.org/wiki/Adobe_Flash)-driven e-zine with embedded video for [Blockbuster](https://en.wikipedia.org/wiki/Blockbuster_LLC)

• ‘Body Shape Challenge’, a browser game for [New Look](https://en.wikipedia.org/wiki/New_Look_(company)) shortlisted for an [APA](https://the-cma.com/awards/) award

TITLE Freelance Art Editor

DATES December 1999 – February 2008

Clients • [Redwood](http://www.redwoodlondon.com/about-us), a London-based agency specialising in [customer magazines](https://en.wikipedia.org/wiki/Customer_magazine) and websites  
• [Time](https://en.wikipedia.org/wiki/Time_Inc._UK), formerly IPC, a consumer magazine and digital publisher   
• [BBC Worldwide](https://en.wikipedia.org/wiki/BBC_Worldwide), the commercial subsidiary of [the BBC](https://en.wikipedia.org/wiki/BBC) based in London

ROLE Template creation and layout for high-profile magazines, exclusively through [DTF](https://www.londononline.co.uk/profiles/47327/)

HIGHLIGHTS • Design of award-winning [customer magazines](https://en.wikipedia.org/wiki/Customer_magazine) for [Britannia,](https://en.wikipedia.org/wiki/Britannia_Building_Society) [Land Rover](https://en.wikipedia.org/wiki/Land_Rover) and [Volvo](https://en.wikipedia.org/wiki/Volvo_Cars)

• Template design for a major brand refresh of [Radio Times](https://en.wikipedia.org/wiki/Radio_Times) at [BBC Worldwide](https://en.wikipedia.org/wiki/BBC_Worldwide)

TITLE Graphic Designer and Art Editor

DATES June 1998 – December 1999

COMPANY [Thomson,](https://en.wikipedia.org/wiki/Thomson_Travel_Group) the UK’s largest travel operator

ROLE Brochure template design and [brand development](https://en.wikipedia.org/wiki/Corporate_identity#Visual_identity) for [Thomson’s](https://en.wikipedia.org/wiki/Thomson_Travel_Group) many sub-brands

HIGHLIGHT • Won an internal award for my redesign of the [Skytours](https://www.tui.co.uk/destinations/deals/skytours-deals) brochure, and visual identity

## Clients

[AIDS Alliance](https://en.wikipedia.org/wiki/Frontline_AIDS) [Arms Around The Child](https://armsaroundthechild.org/) [Asda](https://en.wikipedia.org/wiki/Asda) [BBC Worldwide](https://en.wikipedia.org/wiki/BBC_Worldwide) [Blockbuster](https://en.wikipedia.org/wiki/Blockbuster_LLC) [BMW](https://en.wikipedia.org/wiki/BMW)   
[Britannia](https://en.wikipedia.org/wiki/Britannia_Building_Society) [BT](https://en.wikipedia.org/wiki/BT_Group) [Caryn Franklin](https://en.wikipedia.org/wiki/Caryn_Franklin) [The Daily Telegraph](https://en.wikipedia.org/wiki/The_Daily_Telegraph) [Dazed](https://en.wikipedia.org/wiki/Dazed) [Diageo](https://en.wikipedia.org/wiki/Diageo) [EDF](https://en.wikipedia.org/wiki/EDF_Energy) [Ford](https://en.wikipedia.org/wiki/Ford_Motor_Company)

[Gok Wan](https://en.wikipedia.org/wiki/Gok_Wan) [GVA](https://en.wikipedia.org/wiki/GVA_(business)) [Headmasters](http://www.headmasters.com/about/) [House of Windsor](https://en.wikipedia.org/wiki/House_of_Windsor) [Kandi](https://www.kandilondon.com/) [Kurt Geiger](https://en.wikipedia.org/wiki/Kurt_Geiger) [Land Rover](https://en.wikipedia.org/wiki/Land_Rover)

[Legal & General](https://en.wikipedia.org/wiki/Legal_%26_General) [Make Real](http://www.makereal.co.uk/about-makereal/) [Malmaison](https://en.wikipedia.org/wiki/Malmaison_(hotel_chain)) [NBCUniversal](https://en.wikipedia.org/wiki/NBCUniversal) [New Look](https://en.wikipedia.org/wiki/New_Look_(company)) [PCW](https://en.wikipedia.org/wiki/Personal_Computer_World) [Publicis](https://en.wikipedia.org/wiki/Publicis)  
[Radio Times](https://en.wikipedia.org/wiki/Radio_Times) [RCI](https://en.wikipedia.org/wiki/RCI_(company)) [Redwood](http://www.redwoodlondon.com/about-us) [Responsible Travel](https://en.wikipedia.org/wiki/Responsible_Travel) [Saatchi & Saatchi](https://en.wikipedia.org/wiki/Saatchi_%26_Saatchi) [The SCI](https://en.wikipedia.org/wiki/Society_of_Chemical_Industry)  
[Selfridges](https://en.wikipedia.org/wiki/Selfridges) [Sony](https://en.wikipedia.org/wiki/Sony) [Storm Management](https://en.wikipedia.org/wiki/Storm_Model_Management) [Tesco](https://en.wikipedia.org/wiki/Tesco) [Thomson](https://en.wikipedia.org/wiki/Thomson_Travel_Group) [Time](https://en.wikipedia.org/wiki/Time_Inc._UK) [Toyota](https://en.wikipedia.org/wiki/Toyota) [VNU](https://en.wikipedia.org/wiki/Verenigde_Nederlandse_Uitgeverijen)  
[VisitBrighton](https://www.visitbrighton.com/) [Volvo](https://en.wikipedia.org/wiki/Volvo_Cars) [Winsor & Newton](https://en.wikipedia.org/wiki/Winsor_%26_Newton) [Zurich Insurance](http://www.zurich.co.uk/aboutus/zurichintheuk/)

## Find out more…

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