# RICH PLASTOW

Award-winning [full stack JavaScript](https://thefullstack.xyz/full-stack-javascript-developer/) [developer](https://en.wikipedia.org/wiki/Web_developer) with 20 years’ experience   
working for leading brands and digital agencies 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_&_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_&_Saatchi) and the [House of Windsor.](https://en.wikipedia.org/wiki/House_of_Windsor) I build fast, robust, maintainable,

feature-rich [web apps](https://en.wikipedia.org/wiki/Web_application) at production scale, enjoyed by 100,000s of users.

## Skills

FRAMEWORKS Expert in [Node,](https://en.wikipedia.org/wiki/NodeJS) [React,](https://en.wikipedia.org/wiki/React_(JavaScript_library)) [Next.js,](https://en.wikipedia.org/wiki/Next.js) [Vue](https://en.wikipedia.org/wiki/Vue.js) and [Three.js.](https://en.wikipedia.org/wiki/Three.js) Some [Gatsby,](https://www.gatsbyjs.com/) [Express](https://en.wikipedia.org/wiki/Express.js) and [NestJS](https://nestjs.com/)

Libraries Experienced with [Tailwind,](https://en.wikipedia.org/wiki/Tailwind_CSS) [Redux,](https://en.wikipedia.org/wiki/Redux_(JavaScript_library)) [React Router,](https://reactrouter.com/en/main) [React Spring,](https://react-spring.dev/) [Lodash](https://en.wikipedia.org/wiki/Lodash) and many more

Dev and Ci/CD [Nx,](https://nx.dev/) [NPM,](https://en.wikipedia.org/wiki/Npm_(software)) [Git,](https://en.wikipedia.org/wiki/Git) [Webpack,](https://en.wikipedia.org/wiki/Webpack) [Turbopack,](https://vercel.com/blog/turbopack) [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/)

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) and [CSS.](https://en.wikipedia.org/wiki/Cascading_Style_Sheets) Some [PHP,](https://en.wikipedia.org/wiki/PHP) [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) [Figma,](https://en.wikipedia.org/wiki/Figma) [Blender,](https://en.wikipedia.org/wiki/Blender_(software)) [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 Senior Next.js Developer (6 month contract)

DATES June – November 2024

COMPANY [HX](https://travelhx.com) London, who sell premium cruises to destinations like the Galápagos and Antarctica

ROLE • Built [React](https://en.wikipedia.org/wiki/React_(JavaScript_library)) components for a new [Figma](https://en.wikipedia.org/wiki/Figma) design system, with pixel-perfect [Tailwind](https://en.wikipedia.org/wiki/Tailwind_CSS)

• Worked closely with product owners, developers, designers and other stakeholders

• Implemented new page designs and layouts for [travelhx.com](https://travelhx.com), a high-performance,  
 high-volume, high-value customer-facing [Next.js](https://en.wikipedia.org/wiki/Next.js) + [TypeScript](https://en.wikipedia.org/wiki/TypeScript) website

HIGHLIGHTS • Introduced the team to [Plop,](https://plopjs.com) and created a set of custom component generators

• Built a system for responsive scroll-driven animated maps, with [custom React hooks](https://react.dev/learn/reusing-logic-with-custom-hooks)

• Created an advanced [Storybook](https://storybook.js.org) instance, generating docs from [JSDoc](https://en.wikipedia.org/wiki/JSDoc) comments

TITLE Front-End Developer

DATES August 2023 – May 2024

COMPANY [KOPE,](https://www.kope.ai/) based in London, who provide AI-powered web apps for offsite construction

ROLE • Researched and evaluated new technologies, including [Nx](https://nx.dev/) and [Drie](https://github.com/janvorisek/drie)

• Championed robust, maintainable, production-ready code

• Mentored junior developers, through code reviews and discussion groups

HIGHLIGHTS • AI-driven productivity app for architects with custom [3D configurator,](https://en.wikipedia.org/wiki/Configurator) built with [Vue](https://en.wikipedia.org/wiki/Vue.js)

• Drawing management tool for engineers at [WSP,](https://en.wikipedia.org/wiki/WSP_Global) using [IBM Carbon](https://en.wikipedia.org/wiki/Carbon_Design_System) and [GraphQL](https://en.wikipedia.org/wiki/GraphQL)

• Transitioned the [front-end](https://en.wikipedia.org/wiki/Front-end_web_development) multi-repos to an [Nx](https://nx.dev/) [monorepo,](https://en.wikipedia.org/wiki/Monorepo) retaining full [Git](https://en.wikipedia.org/wiki/Git) history

• Introduced [JSDoc-based](https://en.wikipedia.org/wiki/JSDoc) ‘soft typing’ as a lightweight alternative to [TypeScript](https://en.wikipedia.org/wiki/TypeScript)

TITLE Freelance Full Stack JavaScript Developer

DATES August 2022 – August 2023

ROLE [Full stack JavaScript](https://thefullstack.xyz/full-stack-javascript-developer/) web apps in [Node,](https://en.wikipedia.org/wiki/NodeJS) [React,](https://en.wikipedia.org/wiki/React_(JavaScript_library)) [Next.js,](https://en.wikipedia.org/wiki/Next.js) [TypeScript,](https://en.wikipedia.org/wiki/TypeScript) [Tailwind](https://en.wikipedia.org/wiki/Tailwind_CSS) and [Three.js](https://en.wikipedia.org/wiki/Three.js)

HIGHLIGHTS • A suite of [NPM](https://en.wikipedia.org/wiki/Npm) modules which improve the [JavaScript](https://en.wikipedia.org/wiki/JavaScript) development experience

• Interior design app with AI, in [Node,](https://en.wikipedia.org/wiki/NodeJS) [Next.js,](https://en.wikipedia.org/wiki/Next.js) [TS,](https://en.wikipedia.org/wiki/TypeScript) [React Three Fiber](https://docs.pmnd.rs/react-three-fiber/getting-started/introduction) and [Tailwind CSS](https://en.wikipedia.org/wiki/Tailwind_CSS)

• A prototype using [Vue-based](https://en.wikipedia.org/wiki/Vue.js) 3D animation: [richplastow.com/cluster-viewer](https://richplastow.com/cluster-viewer/)

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 • 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://en.wikipedia.org/wiki/Gatsby_(software))

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

• Content management admin dashboard for streaming TV, in [TypeScript](https://en.wikipedia.org/wiki/TypeScript) and [Next.js](https://en.wikipedia.org/wiki/Next.js)

TITLE Freelance Developer and Designer

DATES June 2017 – July 2019

CLIENTS • [VisitBrighton,](https://www.visitbrighton.com/) Brighton & Hove council’s commercial marketing devision

• [Responsible Travel,](https://en.wikipedia.org/wiki/Responsible_Travel) an activist travel company based in Brighton

• [Fluxx,](https://wearemagnetic.com/events-insights/our-stories/news/fluxx-and-magneticnorth-become-magnetic) a business transformation and product innovation agency based in London

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 • 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_&_General) in [Vue](https://en.wikipedia.org/wiki/Vue.js)

**TITLE** JavaScript Guru

DATES January 2016 – June 2017

COMPANY [Make Real,](https://makereal.co.uk/) 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))• [‘Bar Sim Game’,](https://richplastow.com/#bar-sim-game) a multi-user 3D financial simulation for [Diageo,](https://en.wikipedia.org/wiki/Diageo) built using [Three.js,](https://en.wikipedia.org/wiki/Three.js)  
 which won a DevLearn DemoFest award: [richplastow.com/#bar-sim-game](https://richplastow.com/#bar-sim-game)

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://kandi.uk/) 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_&_Newton)

• In-store touchscreen catalogue for footwear brand [Kurt Geiger](https://en.wikipedia.org/wiki/Kurt_Geiger)  
• 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-driven](https://en.wikipedia.org/wiki/Adobe_Flash) 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 award](https://the-cma.com/awards/)

**TITLE** Freelance Art Editor

DATES June 2001 – February 2008

CLIENTS • [Time,](https://en.wikipedia.org/wiki/TI_Media) 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

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)

## Clients

[Asda](https://en.wikipedia.org/wiki/Asda) [BBC Worldwide](https://en.wikipedia.org/wiki/BBC_Worldwide) [BMW](https://en.wikipedia.org/wiki/BMW) [Britannia](https://en.wikipedia.org/wiki/Britannia_Building_Society) [BT](https://en.wikipedia.org/wiki/BT_Group) [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://www.avisonyoung.co.uk/news-item/-/article/2019/02/01/avison-young-completes-acquisition-of-u-k-based-gva-two-companies-combine-under-avison-young-name-and-brand) [Headmasters](http://www.headmasters.com/about/) [House of Windsor](https://en.wikipedia.org/wiki/House_of_Windsor) [HX](https://travelhx.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_&_General) [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)) [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](https://www.redwoodbbdo.com/about) [Responsible Travel](https://en.wikipedia.org/wiki/Responsible_Travel) [Saatchi & Saatchi](https://en.wikipedia.org/wiki/Saatchi_&_Saatchi) [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) [Time](https://en.wikipedia.org/wiki/TI_Media) [Toyota](https://en.wikipedia.org/wiki/Toyota) [VisitBrighton](https://www.visitbrighton.com/) [Volvo](https://en.wikipedia.org/wiki/Volvo_Cars) [Winsor & Newton](https://en.wikipedia.org/wiki/Winsor_&_Newton) [WSP](https://en.wikipedia.org/wiki/WSP_Global) [Zurich Insurance](https://en.wikipedia.org/wiki/Zurich_Insurance_Group)

## Find out more

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