# RICH PLASTOW

Award-winning **[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 twenty 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 [React,](https://en.wikipedia.org/wiki/React_(JavaScript_library)) [Next.js,](https://en.wikipedia.org/wiki/Next.js) [Gatsby,](https://www.gatsbyjs.com/) [Vue,](https://en.wikipedia.org/wiki/Vue.js) [Three.js](https://en.wikipedia.org/wiki/Three.js) and [Node.](https://en.wikipedia.org/wiki/NodeJS) Some [Express](https://en.wikipedia.org/wiki/Express.js) and [WordPress](https://en.wikipedia.org/wiki/WordPress)

**Libraries** Experienced with **[Redux,](https://en.wikipedia.org/wiki/Redux_(JavaScript_library))** **[React Router,](https://reactrouter.com/en/main)** **[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** **[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)** **[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/)** **[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)** 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)** **[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 Front-End Developer

DATES August 2023 – present

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

**ROLE** • Researched and evaluated new technologies, including **[Nx](https://nx.dev/)** and **[Drie](http://www.apple.com/uk)**

• 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,](http://www.apple.com/uk)** built with **[Vue](https://en.wikipedia.org/wiki/Vue.js)**

* Drawing management tool for **[WSP’s](http://www.apple.com/uk)** structural engineers, using **[Carbon](http://www.apple.com/uk)** and **[GraphQL](http://www.apple.com/uk)**
* Transitioned the **[front-end](http://www.apple.com/uk)** ‘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
* Added innovative **[JSDoc-based](http://www.apple.com/uk)** ‘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, mostly with **[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)** and **[Three.js](https://en.wikipedia.org/wiki/Three.js)**

**HIGHLIGHTS** • ‘0bdx’, a set of open source **[NPM](https://en.wikipedia.org/wiki/Npm)** modules for better **[JavaScript](https://en.wikipedia.org/wiki/JavaScript)** developer 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](http://www.apple.com/uk)** 3D animation: **[https://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** • Ideation, design and build of an **[award winning](https://web.archive.org/web/20200811212631/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_&_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))**• 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’,](http://www.apple.com/uk)** a multi-user 3D financial simulation for **[Diageo,](http://www.apple.com/uk)** built using **[Three.js,](http://www.apple.com/uk)**  
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,](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)** 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,](https://en.wikipedia.org/wiki/Zurich_Insurance_Group)** 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-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** • **[Redwood,](https://www.redwoodbbdo.com/about)** a London-based agency specialising in **[customer magazines](https://en.wikipedia.org/wiki/Customer_magazine)** and websites  
• **[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, 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)**

## 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://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)** **[Kandi](https://kandi.uk/)** **[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)** **[Make Real](https://makereal.co.uk/)** **[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](https://www.redwoodbbdo.com/about)** **[Responsible Travel](https://en.wikipedia.org/wiki/Responsible_Travel)** **[Saatchi & Saatchi](https://en.wikipedia.org/wiki/Saatchi_&_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/TI_Media)** **[Toyota](https://en.wikipedia.org/wiki/Toyota)** **[VNU](https://en.wikipedia.org/wiki/Nielsen_Holdings#Verenigde_Nederlandse_Uitgeverijen)**  
**[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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