

Rob Sterlini

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THE ELEVATOR PITCH Hi, I'm Rob! I create digital experiences and web apps for enterprise clients, start-ups, and everyone in between.

With a first-class degree in design and typography, I am particularly well suited to UI development where I can focus on consistency and a strong UX. Understanding design allows me to collaborate confidently with designers to create a best product possible.

I have management and mentoring experience, and take pride in always supporting those around me whilst also learning, and improving my own knowledge.

STANDOUT PROJECTS

Vizzy 2021

React.js, TypeScript,
Apollo, GraphQL
– vizzy.me

Lead Frontend Engineer III, Fueled 2014–present

My most recent project at Fueled was a **React.js web app** that used **Apollo** to integrate with a **GraphQL** backend. We used user research interviews and analytics data from early usage to validate changes in product direction, and launched a product with fewer, but more polished features.

Whilst working Vizzy, I mentored a junior developer and was used the real-world project to improve her JavaScript experience, and to introduce her to the benefits of **TypeScript** and **code testing**.

**Robbins Research
International 2019–21**
React.js, TypeScript,
Firestore, Jest

I led the UI development of a feature-rich life organisation app in **React.js** with a **Firestore cloud database**. Whilst contributing to the code on the project, I was also heavily involved in the decision making around the **direction of the product** and regularly owned discussions around new features. A more inclusive web is incredibly important, so I ensured that **WCAG AA accessibility standards** were understood and met as a minimum, and that **AAA** was implemented wherever possible.

With our role closer to that of an in-house product development team, we worked closely with stakeholders to iterate and enhance the application, while always ensuring the codebase remains developer-friendly, and regression-free through **automated testing** and **strong documentation**.

Fueled 2017–19
Vue.js, Webpack,
NPM, Netlify
– fueled.com

When a brand realignment was proposed in 2017, I seized the opportunity to tear down our increasingly unmaintainable technical architecture and replace it with a **component-driven Vue.js design system**. I spearheaded the development, consolidating **five stacks into two** (decoupled) and exposed the components as an installable UI library for other internal tools. The Creative Director and I then spent honing the prospective client journey and adding polish to create a UX that both **increased conversions** and sparked joy within our users.

Apple 2016–17
HTML, CSS (Scss),
JavaScript, Django

Junction was created to improve call center employees' knowledge of Apple products. We delivered a web app with legacy browser support and 3 language localisation whilst still putting an exciting experience and unique aesthetic at the forefront. I **led technical discussions**, held workshops with stakeholders, and organised user testing to improve the product. It laid the foundation for the **product-focused style of engineering** I still use today.

OTHER ACHIEVEMENTS AND RESPONSIBILITIES

- Led growth for a team of developers, and was instrumental in forming a web engineering department
- Managed junior engineers through middleweight to senior, and several apprentices into junior roles
- Held company-wide typography workshops covering fundamentals, importance and webfonts
- Long-standing involvement in developer recruitment – interviewing, tech test reviews

Past experience & education

Freelance designer and software engineer

I've worked on many small engagements in my spare time as opportunities to collaborate with interesting companies like the design agency Kickpush, or to try out new development techniques in a professional environment.

Digital Designer, University of Reading Web Team 2013–14

After graduating I was approached by the university who were looking for a creative developer to improve the applicant funnel of the reading.ac.uk website. I worked with a small team to realign the design with the upcoming brand change, and to rebuild the core pages to be more versatile and more widely applicable across the university website.

BA (Hons) Typography & Graphic Communication, First Class 2010–13
University of Reading

Outside interests

I'm more than just a developer, and strive for a positive work/life balance away from the screen.

I've been competing as an amateur triathlete since 2014, and completed my first Ironman 70.3 in 2017.

I love skiing, thoroughly enjoy scuba diving, and just generally live for adventure.