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

Robbins Research International
2019–present
React, Firestore, Netlify

Fueled, Lead Frontend Engineer II, 2014–present

I led the UI development of a feature-rich **React web app** with a **Firestore cloud database** (owned and architected by the web and iOS frontend teams) with a focus on **accessibility and an engaging user experience**. Whilst contributing to the code on the project, I have also been heavily involved in the decision making around the **direction of the product** and regularly own discussions around feature additions and improvements.

As a long-running engagement – with our role closer to that of an in-house product development team – we have worked closely with users and stakeholders to iterate and enhance the application, whilst always ensuring the codebase remains developer-friendly and regression-free.

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

When a brand realignment was proposed in 2017, I saw an opportunity to tear down our scattered and unmaintainable tech architecture and replace it with a **component-driven Vue.js design system**. I spearheaded the development, consolidating **five stacks into two** (decoupled) stacks and set in motion the single biggest change to our internal development processes.

I owned the majority of the interactions on the site, filling in experiences where designers had left opportunities to spark joy and add polish. The UI library is still in active development, and continues to underpin the internal tooling of current and future projects.

Apple
2016–17
Django, jQuery, Scss

I was the most senior developer involved in our engagement with Apple – tasked with gamifying the upskilling of call center employees to better promote Apple's hardware. Even as a more junior developer than now, I **led technical discussions**, and confidently liased directly with the client at their Regent St office – organising workshops and user testing for large groups.

We delivered a great balance of necessary features and engaging interfaces, with large late-in-the-day requests like localising the entire app into German and Spanish proving to be exciting challenges. It laid the foundation for the **product-focused style of development** I still use today.

OTHER ACHIEVEMENTS AND RESPONSIBILITIES

– Led growth of a team of developers, and was instrumental in the creation of a web department

– Managed junior developers 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 and education

Digital Designer, University of Reading Web Team, 2013–14

Having just graduated, the in-house digital team were looking for a creative developer to redesign and redevelop the core pages of the university website. After a year of work, we shipped the new site in 2014, and it is still in use today on the library homepage and other integral parts of the prospective student journey.

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

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, having conquered Ironman 70.3 in 2017. I love skiing, thoroughly enjoy scuba diving, and just generally live for adventure.

References and demos are available on request.