

# Thom Allen

Front-end developer based in London

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## Summary

I'm an experienced front-end web developer passionate about building effective, user-friendly web experiences. Recently largely focused on building web app user interfaces using React.

## Experience

### **Zzish** *Apr 2018 – Feb 2023*

Stack: **React, Next, Apollo / Relay, GraphQL, JavaScript + TypeScript, Node + Express, MongoDB, Webpack, Vite, Kubernetes, AWS, CircleCI, Docker**

#### **Lead Front-End Developer** *2022 – 2023*

- Onboarded and mentored juniors & direct reports; responsible for code review of front-end pull requests, wrote documentation and collaborated on forming team best practices. Conducted interviews for front-end candidates & contributed to hiring decisions
- Took part in project planning, defining specs, scope, etc, working closely with backend lead, PMs & design
- Improved app performance - led migration of SEO-critical subdomains to Next apps using SSR. Resulted in: (YOY) 89% reduction in bounce rate, 9% increase in page views per session, 38% decrease in average page load time. Optimisation of marketplace GraphQL queries resulted in 35% reduced page load time over previous two months, responsive rebuild of dashboards resulted in 12% reduction in bounce rate over previous month

#### **Senior Front-End Developer** *2021*

- Rebuilt site navigation with simplified UX, resulting in significant increase in user activity
- Worked on back-end & devops tickets as required to ease team workload

#### **Front-End Developer** *2018 – 2020*

- Maintained and implemented new features into existing web apps (Quizalize for student results & differentiated learning and the Quiz Player formative assessment tool) working closely w/ designers
- Created greenfield web apps like Zzish Insights, making decisions on front-end architecture.
- Migrated stack to preferred tech: Flow to TypeScript, Relay Classic to Modern – later Apollo

#### **Freelance web developer** *2009 – 2018*

Designed, built, managed sites and web apps for a variety of small business clients and agencies. Contracted for larger companies. Selected work listed below.

#### **Antidote** *Jan 2018*

Created animated banner ads for client Royal Ascot

## **ASOS** *May 2017*

Contracted at ASOS' head office in Camden, building microsites for their brand partnerships with clients PayPal and Hostelworld. Used Gulp scripts to build from Pug templates to a number of static sites targeting various locales and devices.

## **Dunnhumby** *Jan 2017*

Contracted in-house at Dunnhumby HQ in Hammersmith, providing QA for Tesco Groceries' XML-based banner ads along with workflow consultancy. Prototyped approvals-oriented web app with Knockout and responsive ad components with React.

## **StirPR** *Dec 2016*

Developed responsive HTML emails for client Felix from provided designs.

## **Antidote** *May 2016*

Worked in-house at Antidote's Fitzrovia offices as part of a two developer team, creating banner ads for client Travel Republic's summer campaign for a wide variety of destinations and formats. Created a jQuery-based ad viewer to help the agency team quickly review changes & assist with deadlines.

## **Antidote** *Jan 2016*

More work at Antidote, for client Libratone, creating a custom player module for YouTube 360° videos to be used on a landing page, working to a strict deadline. Refactored first-draft JS into a revealing module pattern, added code conventions to styling (BEM, etc) and created documentation for handover.

## **Phosphor Art** *2014-15*

Built responsive promos and landing pages alongside maintaining their existing site. Created HTML email campaigns & email builder, newsletter signup forms etc. Created a responsive online store page prototype using ExpressionEngine.

# **Other projects**

## **Open source work** *2016 – 2018 primarily*

- Created open-source JS web apps & React components; worked with open-source contributors
- The most used of these was an open-source React input slider component with 170,000+ downloads through npm: [react-simple-range](#). Added unit tests using jest & react-testing-library, continuous integration w/ Travis.