

# ROB BYRNE-GRAHAM

## PROFILE

Highly committed, experienced full-stack **JavaScript Engineer**, **Front-End Architect** and **Web Performance Consultant**. Passionate about building great products for the web. Expertise with multiple programming languages and frameworks including: Javascript (ES6, Node, React, Webpack, Gulp), HTML5, CSS (SASS & LESS), SQL (MySQL, PostgreSQL and NoSQL) and more. Commercially aware, creative, and diligent.

A Freelancer taking both short & longer term contracts as well as consulting on individual projects. Consultancy generally focused on Front-End performance optimisation and page-load.

*Available from October 2017 for freelance, consultancy and contracts on site in London / South East, UK or remotely anywhere in the world.*

## KEY SKILLS

**Technical:** Applies his broad knowledge of various programming languages and software in the design, development and updating of corporate websites.

**Communication:** Effectively communicates with senior stakeholders, and works collaboratively with cross-functional colleagues, breaking down complex technical problems for non-technical people.

**Project Management:** Uses his organisation and creative skills undertaking a range of technical projects, ensuring successful completion and meeting deadlines.

## TECHNICAL SKILLS

**Languages:** Javascript (incl. ES6, Node, React) / CSS3 (SASS / BEM) / HTML5 / MySQL / NoSQL / PHP.

**Software:** VS Code is current preference as an editor, but familiar with multiple IDEs. Also comfortable working within a CLI and with Photoshop / Sketch.

## CAREER SUMMARY

### **Portaltech Reply**

#### **Javascript Consultant** (contract)

Jan 2017 – July 2017

- Responsible for front-end Javascript development on top of a custom Hybris application built for Sony Playstation's Content Pipeline project – B2B software that enables game publishers and developers to upload their games to the Sony Playstation store.
- Introduced and implemented coding standards for Javascript across the project and enforced using a customised ESLint configuration.
- Worked within existing legacy MVP design pattern to architect a bespoke single page application.
- Primarily writing ES6 Javascript, jQuery, Webpack, Mustache as well as working alongside Java developers with JSTL inside Spring MVC.

*Key achievements:*

- **Sony Playstation Content Pipeline, Terms of Sale**
  - ♦ Engineered a bespoke SPA architecture that worked within the scope of the wider approach to simplify the development of a particularly complicated front-end section of the project.
  - ♦ Took learnings from React and Redux to implement a fast, easy to maintain and expand, codebase built using functional programming principles.
  - ♦ Saved hundreds of hours on additional development that would have been required if this section has been built using the established approach.
- **Introduced module bundling using Webpack**
  - ♦ Optimised Javascript delivery by converting legacy processes to Webpack.

## Hearst Magazines

### Lead Commercial Engineer (started contract, became permanent)

Sep 2015 – Dec 2016

- Leading a Commercial Development team, building products with a focus on increasing and generating revenue.
- Overseeing all technical requirements for commercial campaigns, ad technology as well as R&D for core-platform products aimed at improving site performance.
- Writing ES6 Javascript, Node, React, Gulp and SASS.

#### *Key achievements:*

- **DIGITAL SPY Performance Prototype**
  - ♦ Architected a prototype for Digital Spy, using Node / Express and a bespoke JavaScript framework built for universal rendering of components, which resulted in halved load times, better engagement, higher page views, and higher revenue when A/B tested.
- **HEARST Ad Tech Refactor**
  - ♦ Spearheaded a project looking into ad performance across the global Hearst portfolio.
  - ♦ Built a JavaScript framework in ES6 (using Babel) that enabled much more granular control and prioritisation over the 3rd party scripts being loaded on Hearst sites and faster loading times.
- **XMAS GIFT GUIDE Node / Express App**
  - ♦ Architected a detached front-end stack using Node / Express and Handlebars templates digesting content using a Wordpress API. Page load was half previous iteration, resulting in higher engagement.
- Recruited and mentored a group of developers, fostering a strong team atmosphere, allowing the team to grow and take ownership of projects.

## Critical Mass

### Senior Front End Developer (contract)

Dec 2014 – Jul 2015

- Working on an international team for Citibank, building front-end components for an online rewards store.
- Using Vanilla JS, HTML, SASS, Gulp, Node & Browserify; also, involved working in Java/JSTL within Spring MVC.

#### *Key achievements:*

- **CITIBANK Rewards Store**
  - ♦ Built front-end components, including shopping functionality, for international rewards website.
  - ♦ Developed a Node JS application to automate email template development.

## Freelance

### Front End Consultant

Jan 2014 – Sep 2015

- Consulting for a range of clients across the charity, sports and film industry.
- Working with clients to educate them on modern best practices for front-end development, with a specific focus on improving page load times and overall performance.

**Sports Interactive****Lead Web Developer** (permanent)

Apr 2010 – Dec 2013

- Started as a Web Developer and progressed to Lead.
- Designed, built and tested all websites, including [www.sigames.com](http://www.sigames.com), the studio website and the annual iteration of [www.footballmanager.com](http://www.footballmanager.com).
- Architected and developed a bespoke CMS and worked closely with the SEGA UX team on building the front-end.
- Architected and developed bespoke intranet that was used for managing community teams and internal holiday allocations amongst others.
- Build originally in LAMP before starting a conversion to Angular towards the end of 2013.

**SEGA****Web Developer** (permanent)

Jun 2008 – Apr 2010

Working on the Football Manager brand responsible for design and development of community website, email marketing and management of social media.

**EDUCATION**

2004 - 2007

Digital Business &amp; e-Commerce

Nottingham University

1997 - 2002

3 A Levels / 10 GCSEs (including English and Maths)

Wellington College

**PERSONAL INFO**

Nationality:

British

Previously known as:

Rob Barns-Graham (surname changed to Byrne-Graham after marriage)