

Hello I'm Steve

I excel at crafting elegant digital experiences and I am proficient in various programming languages and technologies and a keen designer.

React

SASS

JS

CSS

Typescript

NEXT

Figma

Employment History

Lead Web Developer

The Entertainer

Jun 2025 - Present

In working for Britain's largest toy store I lead and develop everything front-end. Complete site redesigns, content hubs, new features, competitions, games and more! Working with our back-end agency I create everything you see on The Entertainer website and am a leader in the decision making on approaches, testing, UI/UX, tooling etc. I work hand in hand with our testing lead to create meaningful multi-variant tests in Dynamic Yield to establish what our users really want and deliver on them and constantly look to improve all experiences for our users. I also lead they way in improving our performance, our platform and partners we use. I am also responsible for implementing any new tools or partners. Since joining the business it has been noted that I have vastly improved revenue with the new content the business can offer it customers and working with retailers LEGO to create exclusive content.

Senior Front-End Developer

The Commerce Team Global

Oct 2022 - Dec 2024

Responsible for Front-End implementations of stores mainly on the Salesforce Commerce Cloud but also includes Shopify, BigCommerce, Zesty and some React development. Leading the design reviews, coding practices, decision making of tools to be used with applications and ensuring performance and accessibility of applications is as high as possible. Also responsible for designing products offered by the company such as go to market sites and POC's and some clients sites. Offer guidance from start to finish of design process with client adding amendments, interaction design, UX, latest design trends and performance and accessibility guidance.

Senior Front-End Developer

DEPT

Jul 2019 - Oct 2022

After BE Excellent became part of DEPT I continued with my role as senior front-end developer. Responsible for implementing designs and building functionality using Salesforce Commerce Cloud, Shopify, Parsley/YAML, React storybook and many other platforms and languages. I also help guide on designs and use my UX expertise with clients. Working on projects in many different areas of business and with different teams within DEPT around the world. I help lead the front-end, review code and offer guidance to more junior members.

Senior Front-End Developer

Be Excellent

Sep 2016 - Jan 2019

Front-End Developer

Impero

Sep 2011 - Dec 2011

Senior Front-End Developer and Manager

Figleaves

Jan 2012 - Sep 2016

Creative Web Designer and Developer

Clock Ltd

Jun 2006 - Sep 2011

Education

BA Hons, Graphics and New Media

University of Hertfordshire

Sep 2005 - Jul 2006

Foundation Degree, Graphics and New Media

University of Hertfordshire

Sep 2003 - Jul 2005

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