Liam Toby Buxton

Senior Front-End Web Developer

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<u>Work Experience</u>

Brew Digital - Senior Front-End Web Developer (Jan 2024 - Present)

- Core role
  - Creating functional React components for various types of projects such as brochure sites and internal portals.
  - Rethemeing Confluence instances as documentation portals. Using the library of blocks from the Refined plugin alongside custom HTML blocks with the use of the Lit.js framework to inject custom HTML elements that are rendered in the shadow DOM.

- Notable projects
  - Rethemed Confluence instances for Pixar - Renderman, Starling Bank and European Centre for Medium-Range Weather Forecasts (ECMWF).
  - The crowning glory of my career with Brew Digital is the bouncing Luxor ball in the footer of the Renderman site. This very simple animation took the opportunity to add an easter egg and a bit of fun to an otherwise mechanical project.
  - Froghop WordPress brochure website. Created with Inertia.js to render layout components and templates. PHP content of the site is assigned to variables that are then rendered through Inertia to hydrate JSX layouts.

- Animation and flourishes
  - Assisting members of the squad and the wider development team with the use of hover effects and subtle animations to bring life to otherwise static projects.

- Accessibility
  - I carry out my role with a commitment to creating inclusive digital experiences that accommodate users with a wide range of abilities. This includes:
    - Accessibility as a core development responsibility.
    - Adherence to established accessibility standards/guidelines.

- - - Specific accessibility best practices (alt text, colour contrast, keyboard nav, screen readers, etc.).
    - Accessibility testing as part of the development workflow.
    - Delivering inclusive, empowering digital experiences for all users.
  - The [Froghop](#) brochure website is testament to my commitment to accessibility, ensuring that the site is accessible as possible while also delivering success for the businesses SEO requirements. Showcasing Froghop's various types of content was a major priority, from blog posts and podcasts to free documentation resources, the site had to effectively convert visitors into potential leads through Hubspot form integration.

- Senior responsibilities
  - In this mentorship capacity, I provide guidance on both technical best practices and professional soft skills. This involves leading code reviews to provide constructive feedback, explaining complex concepts in approachable ways, and recommending resources for continued learning.

- Personal development
  - Brew Digital's emphasis on personal development enabled me to make the most of that time, delving deeper into emerging technologies. Through this focused effort, I have developed a robust understanding and command of JavaScript frameworks, including React, Remix, Svelte, TypeScript, and React Native. I am a quick learner, and I approached this personal upskilling with enthusiasm and confidence, ensuring I could leverage these powerful tools to deliver exceptional solutions for our clients.

SOAK Digital - Technical Producer (Jan 2022 - Nov 2023)

- Core role
  - Creating functional React components for various types of projects such as brochure sites, internal portals, updating and amending data visualisation React applications and larger projects making use of the headless CMS Strapi combined with Next.js.

- Notable projects
  - Creation of all frontend components using React and Next.js for the recently launched [Gravity Global](#) brochure site. Use of subtle transitions and animations whilst creating components that were reusable with the additional complexity of changing colour and theme based on the branded page being viewed.
  - Most recently in my [portfolio](#) is the rebuild of the [SOAK Digital website](#). Previously a PHP site with no CMS control, the new site is now built with Next.js and the Strapi headless CMS.

- ■ I have created all components and fully integrated the site into the CMS for complete control of content, media and SEO information for all pages and post types.
- ■ The rebuild has ensured a fully content-managed application with a boost to SEO rankings through the improvement of the PageSpeed Insights scores, increased tracking using Analytics and Tag Manager.
- ■ The ability to create PPC campaigns, specifically for data visualisation that can be tracked based on user interaction with elements on the page and contact form submissions.
- ■ The site has been created with the goal of improving the user journey with clear graphics and animations, strong call to actions and a clean user interface.

- ● Animation and flourishes
  - ○ Familiarity with the use of lottie animations as well as other libraries that can bring movement and life to an application such as the AOS - Animate on scroll library.

- ● Accessibility
  - ○ Various projects for HSBC to ensure that embedded Javascript applications are fully accessible to users with audio and visual impairments.
  - ○ I have developed a strong ability to ensure that any web applications I produce can be made as accessible as possible. This includes the use of ARIA attributes for screen-readers such as the NVDA Access software along with other accessibility guidelines such as WCAG Accessibility for correct colour contrast of content on background imagery.

- ● Quality Assurance
  - ○ I have been heavily involved in quality assurance and outlining the core-responsibilities of those undertaking tasks for application testing to ensure that the quality of our applications is as high as possible before they are released to the client for review.
  - ○ Ensuring the maintenance of a testing hub of devices for rigorous device testing across various operating systems and device screen sizes.
  - ○ My personal responsibilities within the QA team are to ensure that the applications in terms of their appearance are as close a match as possible to the original visuals agreed by the client.
    - ■ Further responsibilities within this role are to ensure that the user-experience of the application is as high as possible.
    - ■ Testing the aesthetic functionality of the application and feeding back on my experiences which can range from button hover transitions to general feedback on the sizing and placement of elements.

Nu Image Design - Web Developer (July 2018 – Jan 2022)

- Core role
    - Create visually strong single-page websites in static HTML as well as multiple page WordPress websites with ecommerce functionality via the WooCommerce plugin.
    - The creation and maintenance of Linux servers using a control panel.
    - The use of Trello for projects and technical SEO tasks in tandem with Scoro for accurate time-logging against all projects and tasks.

- Key learnings from my role
    - My meticulous nature and experience within design led to a methodical approach with reusable and scalable code, combined with the ability to closely follow visuals with precision to create projects that look as if they had been lifted straight from the visual.
    - Proficiency with HTML, SCSS, JavaScript, jQuery, Front-end PHP, some SQL and also an amount of Laravel and the blade syntax of PHP.

- Technical SEO responsibilities
    - Conduct comprehensive technical audits of websites to identify SEO issues and areas for improvement and analysing website performance, crawlability and indexability.
    - Collaborate closely with content creators to optimise on-page elements like meta tags, headers, content and the proper use of schema markup.
    - Resolve any issues related to duplicate content, URL structure, and canonicalisation.
    - Create and maintain XML sitemaps to facilitate search engine indexing as well as managing robots.txt files to control crawler access and ensure sensitive content such as login and membership content is not indexed.
    - Optimise website performance by minimising page load times and improving server response times. This included the implementation of browser caching, image optimisation using Adobe software and content delivery network (CDN) integration to improve pagespeed.
    - Utilise SEO tools like Google Analytics, Google Tag Manager, Google Search Console and third-party SEO software such as Hotjar to track and measure website performance.

- Pandemic achievements
    - Led the development of WooCommerce builds that provided the opportunity for local businesses to continue to trade during social-distancing restrictions.
    - Each build hosted as a subdomain, making use of a WordPress theme developed by myself which used Gutenberg blocks for content with WooCommerce bolted on. Provided to businesses free of charge with the aim of supporting the local community and forging relationships for future

projects.

- Relentless approach to upskilling
    - Learning in my own time to further my career as quickly as possible whilst also doing my best to maintain a high-level of quality and attention to detail within my projects.

- Additional responsibilities
    - Training junior developers in the creation and maintenance of Ubuntu servers, the internal processes of our business and also taking the lead on website developments, project quotations and delegation of workload.

Netmatters - Trainee Web Developer (April 2018 – July 2018)

- Change of career
    - 12-month training period starting with an introduction to HTML and CSS before moving on to SQL and then PHP, specifically within the Laravel framework.

- Self-learning
    - Full Stack Web Development diploma, giving me a strong grasp of HTML5, CSS3, JavaScript, jQuery and some SQL to create simple single-page websites.

- Brief tenure
    - The training scheme was not conducive to furthering my career and I chose to look elsewhere to finish my on-the-job education.

Archant - Page Designer and Senior Designer (Nov 2014 – Mar 2018)

- Core role
    - Producing titles for distribution in Norfolk, Suffolk, London, Cambridge, Hertfordshire, Kent and the South West producing 45 titles a week and designing over 2,500.

- Senior Designer responsibilities
    - Ensuring efficient design layout with minimal editorial amends and that communication with various offices around the country was also efficient and concise.
    - Taking on design work that needed an experienced touch or work that had increased monetary potential with the inclusion of adverts and potential photo-sales.

- Learnings and progressions from this role

- - Understanding the need to work efficiently with numerous deadlines.
    - The lower management aspect of the position and the ability to step in as acting Team Leader to oversee the team.
  - Promotion to Senior Designer for the Dailies Design team producing the Eastern Daily Press, Norwich Evening News, East Anglian Daily Times and the Ipswich Star titles.

Education

University of Lincoln
BA (Hons) Contemporary Lens Media (2.1)

Photographic degree focusing on medium format, large format, digital processes and post-production software such as Photoshop. Additionally, the use of video equipment and editing processes using software such as Final Cut Pro and Premiere Pro.

Northgate High School, Ipswich

A-Level	GCSE
2x B's – Photography, Psychology 1x C – English Literature AS-Levels – Geography, General Studies	5x A's - History, Geography, Resistant Materials, Science, Additional Science. 3x B's - Art, English Literature, English Language 2x C's - Mathematics, Spanish

References available on request.