

Rowley Macklin

Very experienced [frontend developer](#) and I enjoy building accessible, pixel-perfect experiences for the web. I take pride in having a sharp eye for the little details that separate a good product from an exceptional one. I really enjoy working where design meets engineering, where great user experience meets clean, scalable code.

Experience

Apr 2021 – Jul 2026

De Beers · Senior Frontend Developer

The tasks I am proudest of were; the whole codebase re-write (Dynamic and static), media optimization and a completely new local environment:

- Re-writing the whole frontend and Ampliance codebase using BEM, introducing a new global file naming convention, optimized variables, mixins and partials and removed any redundant code. It required painstaking attention to detail as any errors would break existing components. End-result was optimized and easily readable code
- Optimising the rendered media (Videos + Images) by 50% using new image and video formats and introducing Smart Images
- Creating a new visual documentation for team-wide visibility of the whole component and code eco-system
- Creating a new local runtime environment to run and transpile all static and dynamic Ampliance components: using Gulp, Webpack, Handlebars, Babel and Browsersync
- Exciting new campaigns every month, which I call the bread and butter of my work

Mar 2019 – Feb 2021

Autosport · Frontend Developer

The tasks I am proudest of were; helping set up and integrate old and new components using the new Piano Digital Business Platform and creating the yearly microsites:

- Setup, integrated and on-boarded the new Piano Digital Business Platform as well as adding existing components to Piano
- Restyled existing components and global navigation
- Created three new microsites: Autosport Powerlist of 50 Most Influential People in Motorsport, Autosport Top 50 Drivers of 2019, Autosport Awards 2019

Sep 2016 – Dec 2018

Mulberry · Frontend Developer

The tasks I am proudest of were; helping set up and integrate old and new components within Ampliance and training everyone on how to add content and publish:

- Created three new microsites: Autosport Powerlist of 50 Most Influential

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Skills

Programming Languages & Hard Skills

CSS (SCSS/SASS), HTML, Responsive Design, Media Compression & Optimization, JavaScript, JSON Data, Accessible Code/Guidelines, Web Performance Optimization, Testing & Debugging, Handlebars Templates, jQuery, React, NextJS

Tools & Frameworks

CMS Content Editing & Development, Ampliance CMS, Visual Studio Code, Bootstrap CSS, Git, Salesforce, Figma, Azure Devops, Confluence, Jira, Hybris (Now SAP Hybris), Gulp, Grunt, Zeplin, GSAP, Tailwind CSS, Foundation CSS, Photoshop, Illustrator, Sublime, Piano DXP, Shopify, BigCommerce

Soft Skills

Tea making, Attention to detail, Communication, Diplomacy, Designs/ Code Audits, User-Centric Empathy, Adaptability, Mentoring, Creative thinking, Accessibility Fundamentals, UI/ UX Design Principles, Design Patterns & Principles, Usability Fundamentals, Agile/Scrum, Time Management, Problem-solving, Client-facing, Client Relationship Management, Team Management, Typography Principles, Colour Theory, German Speaking

People in Motorsport, Autosport Top 50 Drivers of 2019, Autosport Awards 2019

- Create and integrate all current and new Ampliance components
- Create new micro site and live updates for the Eccentric Sensibility Korea Fashion Show

Experience (Archive)

Jul – Aug 2016

Aviva · Frontend Developer

Oasis Clothing · Frontend Developer

Sep 2015 – Jul 2016

TKMaxx · Frontend Practice Lead

Aug 2014 – Sep 2015

Gucci · Lead Frontend Developer

Feb 2014 – Aug 2014

Goodyear · Frontend Developer

Dec 2013 – Feb 2014

Sainsbury's Tu · Frontend Developer

2013

Barbour · Frontend Developer

Dr Martens · Lead Frontend Developer

Nitrogen Group · Frontend Developer

2012

eValue FE · Frontend Developer

Blackberry · Frontend Developer

2011

Financial Express · Designer/ Frontend Developer

M&G · Designer/ Frontend Developer

Man Group · Designer/ Frontend Developer

Kellogg's Coco Pops · Frontend Developer

Peugeot 508 · Frontend Developer

Dorset Cereals · Frontend Developer

Emperor Design · Frontend Developer

2001 – 2010

Rated People · Frontend Developer

Cisco Systems · Web Designer/ Web Analyst/ Frontend Dev

Supply Serve Technology · Designer/ Web Designer

Nikkei NEEDS · Web Designer

NHK Japan · Web Designer

Portobello Festival · Web Designer

Hobbies

In my spare time you can usually find me hanging out with my wife and two children, going to the gym, reading, watching great and terrible films, researching music history or flying around Azeroth in World of Warcraft, in search of rare herbs and quests.

Some Random Facts

In 1992 I set up and ran an Ostrich conservation farm on the outskirts of Nairobi, Kenya. After two years, and a very successful egg hatch rate of 64%, I went on an extensive backpack around Africa

In 2007 I backpacked solo around the world for over a year and wrote a modest travel diary book of my adventures.

