Rob Kendal

Tech lead, full-stack developer & UX/UI specialist

Pontefract, West Yorkshire
07809 868653
me@robkendal.co.uk
linkedin.com/in/robkendal/
robkendal.co.uk

Summary

Decisive, operations-focused fullstack lead with management experience who leads from the front and drives results. Skilled at creating and delivering innovative marketing-led web applications based on a thorough understanding of business needs and technical requirements. Capable of leading a team of diverse developers, designers and testers to deliver robust software solutions in an Agile environment. These skills are underpinned by a wealth of technical development experience of close to 20 years across private and public sectors.

Has a high level of literacy and believes in transparency and open communication at all levels to drive business results and achieve goals. Works well under pressure and always seeks to learn and improve in order to achieve goals personally, professionally and in business.

Key Achievements

- Won three industry awards for CreatedRed Media for inbound marketing campaigns for our clients
- Delivered a new e-commerce web solution for a local aggregate supplier that boosted transaction rates 100%, conversion rates by 200% and resulted in a revenue increase of 270%
- Developed a revamped online store for a dog food manufacturer that helped increase traffic by 65% and has grown monthly sales by 17%
- Planned and implemented inbound marketing campaigns for North Yorkshire County Council that enabled traffic growth by 167%, grew landing page conversion rates to over 26% and delivered 600 new leads for the business in our 9-month contract.
- Implemented observability initiative within ITV to improve visibility across the software pipeline, highlighting errors, deployment issues, code coverage, and more.
- Created centralised coding community within a large public organisation, pulling together disparate software teams towards a common goal.
- Built a Tailwind-based web component design system that is used across major child brands of Telefonica Germany.
- Became a published author of a popular book on learning to code and getting hired in the tech industry, and an online course, The Beginner's Guide to Real-World React, which has helped hundreds of students get started with Facebook's most popular UI library, React.js.
- Coding mentor to over 50 students, helping place aspiring developers in software engineering roles.

Tech Stack

I build web-based software using a range of modern full-stack frontend technologies including: JAMstack, React, React-Query, Svelte, SvelteKit, Next, Storyblok, Contentful, Material UI, Redwood JS, Tailwind CSS, Node.js, Express, AWS, Netlify, Vercel, GraphQL, Jamstack, JavaScript, TypeScript, Vite, Apollo, Supabase (and occasionally, C#/.Net), Storybook.js, Ember.js, SQL/No-SQL, Postgres

Career

Lead UI engineer
2024 - 2025

Kashmir Intelligence AI

Working as a dedicated UI engineer as part of an AI start up in the energy sector. Building out several features including data visualisation and prediction analysis, using Svelte and Sveltekit coupled with Tailwind CSS. Backend work involving Python and Fast API to support frontend interfaces.

Frontend engineer III
2024 - 2024 (3 month contract)

CrowdStrike

Working on the Foundry app (product) within a large UI/UX team, I help deliver meaningful changes to the user experience and interface. Working with product owners, UX designers and QA teams to ship product updates in quarterly releases.

Primarily developing with the Ember.js framework, built with TypeScript.

Principal Software Engineer   2022 - 2024
ITV

A member of the strategic leadership team within the internal startup-like CS&D department. I oversee a diverse group of dev teams, each responsible for one of a suite of internal-facing web apps based in React.

The role is a mix of strategic and architectural decisions, and hands-on coding, acting as a floating resource that can embed within a team where extra development aid and guidance is needed.

Some of my duties include:

- Working with head of engineering and other members of the management team to set engineering objectives,
- Helping to create and define new technical initiatives, such as improving observability across the technology stacks in our teams,
- Embedding into teams to help lead particular feature development or to bolster dev teams where resource is lighter,
- Mentoring other team members to help them meet their learning and development goals,
- Shaping and taking part in hiring practices and processes,
- Defining, researching, and documenting engineering best practices, then championing their adoption across the engineering teams, helping to implement where needed,
- Leading regular UI forums to help bring the wider development community together and discuss shared work,
- Responsible for leading 25 developers across 7 teams,
- Building out a range of UI products using a combination of React, Next, React-Query, Redux
- Maintaining a centralised design system built with Material UI and showcased via Storybook.
- Working with the product design team to create feature UIs with Figma, Miro, and using MUI component plugins.

Frontend Tech Lead   2022 - 2022 (11 month contract)
Telefonica Germany

One of a small team of UI development leads, working across many departments of the business with key stakeholders of all levels to rebuild the internal UI component library from the ground up. Functioned like an internal start-up team to experiment, iterate, and introduce code changes regularly, presenting new work to large audiences.

Varied role dealing with UX/UI designers, micro frontend teams, and other internal development squads. Key position in documentation, education and implementation of the new web-component UI library into various projects built on multiple technologies, such as Node, React, Vanilla HTML/JS, and Vue, based in vanilla TypeScript, with educational and documentation sites built using Storybook.js.

Founder & Software Consultant   2018 - Present
K-Tech Software

Consultant software developer helping companies to plan and deliver marketing-led websites, full-stack web apps, software, Node.js-based API's, and full-scale e-commerce websites for their businesses.
Work involved:

- Deploying SaaS apps on modern CI/CD environments such as CloudFlare and Netlify.
- Building headless CMS solutions powered by Storyblok, TinaCMS, Contentful, or GraphCMS.
- Leveraging the Jamstack using frameworks such as Next.js and Nuxt.js, and building software in JavaScript/TypeScript and modern frontend frameworks and libraries such as React and Svelte, Astro, , Storyblok, Prismic and more.
- Building server-side applications, such as APIs and lambda functions using Node.js with TypeScript.
- Delivering designs and prototypes to clients via Figma.
- Working with SQL and No-SQL database systems and platforms including Supabase, Postgres, DynamoDB, Firestore, and Mongo.

- UX consultancy to help improve conversions and improve user experiences and accessibility of user interfaces.

Coding Mentor (volunteer)   2018 - Present
Coding Coach

I mentor students across the globe to help them achieve their goal of learning front end development. I offer a range of educational advice and material covering major front-end technologies and students work with me to set assignments, review projects and provide feedback, as well as offering job-seeking advice and support.

Lead Developer   2021 - 2022 (11 month contract)
Global Bridge

Heading up the development department in this ed-tech start-up, leading a team of diverse developers at different experience levels to build and maintain the company's core digital products serving a growing customer base of over 50,000 users. Products are built on a variety of technologies including .NET Core, MVC, React, TypeScript, Node.js, and GraphQL, all hosted across the Azure and Netlify platforms. Working with MS- SQL to build robust related stores to support data persistence.
Led large-scale migration of core administration product from C# .NET Core codebase to separated frontend clients based in React, with a bespoke GraphQL API gateway. Unit testing of applications with Jest and React Testing Library, and end to end tests via Cypress, all wrapped within an NX monorepo project configuration. We also built a component library and design system using Storybook.js.
Reporting directly to the CEO, as the development lead I occupy a core, technical role in the senior leadership team, being actively involved in the decision-making process of the business and its product direction.

Senior Full-Stack Developer   2020 - 2021
Voice Foundry

Building and deploying bespoke React software solutions for clients, migrating clients' call centre systems to Amazon Connect cloud-based telecommunications platform. Working within a small team to architect AWS services, such as Lambda, Dynamo DB, Amplify framework, CloudFront, AppSync and more. Solutions built on Node.js using TypeScript.

Part of the role involved embedding into client and third-party teams as part of a software consultancy offering.

Frontend lead UI developer   2019 - 2020 (12 month contract)
IAM Cloud

Working within a small, close-knit team of developers in a 100% remote environment. As the lead frontend developer, I have an architectural responsibility to plan out and develop new UI layers for our core products. We work in an agile environment across a Microsoft technology stack. At the frontend we develop in React, using modern, ES6 JavaScript/TypeScript, to build application management portals and responsive query builders used by millions of people each week.

Duties include:

- Planning sprint work
- Working with the leadership team to create the product vision and drive development roadmaps
- Writing clean, maintainable JS/TS code using React and Webpack, testing using Jest and enzyme.
- Contributing to open-source projects and releasing in-house utilities to the open-source community
- Developing brand guidelines and branded design system for frontend components
- Writing blog content alongside the marketing team
- Conduct code reviews and collaborative coding sessions
- Contribute to product architecture and development alongside the senior director team
- Bug hunting and troubleshooting across the application suite
- Ownership of the frontend area of our products; making technical decisions where necessary, based on team input and feedback

Senior Frontend Developer   2019 - (2 month contract)

Working alongside a close-knit development team in an AGILE delivery process to build out a number of web applications. We use React and Angular to build internal customer account management platforms, as well as external hosting panels and management consoles.

Duties include:

- Planning and prioritising sprint work
- Writing lean, modern JavaScript/TypeScript code in frameworks such as React and Angular
- Writing unit tests to meet code coverage targets - we use Cucumber and Protractor for Angular, and Jest and Enzyme for React
- Creating UI/UX designs using Sketch and Balsamiq
- Reviewing other dev team work via GitLab merge requests
- Contributing to the maintenance and development of our in-house, branded UI design system built on the Bulma CSS framework
- Contributing to the marketing blog (available at blog.bytemark.co.uk)
- Mentoring junior members of the development team

Senior Frontend Developer   2018 - 2019 (10 month contract)

University of York

Responsible for the frontend delivery of marketing projects. As part of the Digital Platforms team, I plan sprint work, manage the frontend team and have spent a great deal of time modernising development habits and processes, as well as overhauling the frontend code base from legacy platforms to more modern web apps.

Duties include:

- Managing junior frontend developers
  - Holding regular 1:1 meetings
  - Planning and coordinating work between our team and external teams
  - Reviewing and implementing improvements to working habits and processes
  - Conducting code reviews
  - Leading personal development review meetings
  - Handling complaints and personal difficulties of team members to help them achieve their best
- Planning and prioritising sprint work
- Coordinating with external teams
- Implementing QA processes such as peer code reviews and coding standards automation (e.g. Codacy)
- Implementing CI/CD practices using GitHub and Semaphore CI (our build server of choice)
- Documentation - both technical and non-technical
- Using modern JavaScript development habits, environments, and frameworks with Webpack, Babel, Node.js, and Yarn.
- Visual regression testing
- Migrating legacy code projects, such as Grunt.js-based apps
- Redeveloping the entire campus map project using Google Maps API
- Development against sprint objectives to enhance a highly trafficked website
- Planning and carrying out regular/scheduled code releases

Co-founder   2014 - 2019

CreatedRed Media

Taking responsibility for the technical planning, implementation and marketing delivery side of the business, my responsibilities included:

- Leading personal development reviews
- Coaching and mentoring junior employees, aiding with apprenticeship program
- Design and architecture of client web solutions (marketing and e-commerce websites)
- Undertaking detailed project research depending on client/project needs - e.g. Keyword analysis, buyer persona development, campaign planning, content analysis, user journey mapping.
- Liaising and coordinating with multiple internal and external teams to ensure smooth scheduling and delivery of projects
- Communicating technical requirements to non-technical clients and stakeholders
- Introducing and reviewing development and working practices that support inter-team and inter-business collaboration - e.g. in-house departments, third-party developers/suppliers/platforms, occasionally on behalf of clients
- Maintain and enhance the current Software Development Life-cycle (SDLC)

- Compile and supply regular status reports to internal stakeholders and external clients on projects
- Assist in the planning & coordination of monthly project work (hot-fixes, content creation, campaign monitoring, etc.)
- Reviewing and improving project pipeline, reducing scope creep and business risk whilst delivering on client/project requirements, ensuring that projects are completed on time, within budget and to high-quality standards
- Oversee new product and content releases
- Writing creative and engaging briefs for clients and external agents
- MAMP tech stack with large frontend component including Vue.js, jQuery, native JavaScript, built upon WordPress foundation
- Managing small team of employees across digital marketing and business development functions, including senior and apprentice level