



# Alec Rust

Senior Web Developer

London, UK

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## Contact

### Email

[me@alecrust.com](mailto:me@alecrust.com)

### Website

<https://www.alecrust.com/>

## About

Experienced front end developer with leadership experience. Dedicated to accessibility, performance, SEO and crafted mobile-first user interfaces.

## Profiles

### GitHub

[AlecRust](#)

### Twitter

[AlecRust](#)

### LinkedIn

[alecrust](#)

## Work

GetHarley

13th Nov 2023 - present

**Senior Frontend Engineer**

<https://www.getharley.com/>

Featurist

4th Jul 2016 - 30th Jun 2023

**Head of UI/UX**

<https://featurist.co.uk/>

At this London-based consultancy, I led the front end and UX development across projects. The diverse work ranged from small MVP mobile apps to large legacy system

replacements, including a multi-tenant e-commerce platform.

### Highlights

- Led the UI/UX process for all projects, honing my leadership and project management skills.
- Worked on greenfield projects and legacy system replacements, utilising a diverse tech stack from Node.js to Rails.
- Gained insights into various industries through diverse projects, which improved my problem-solving approach.

## BBC

1st Jun 2015 - 30th Jun 2016

### Senior Web Developer

<https://www.bbc.co.uk/bbcthree>

At my second stint at the BBC I was part of the small development team that built a modern, React-based website to transition BBC Three from a TV channel to the web. We successfully fulfilled diverse stakeholder needs while ensuring an engaging user experience.

### Highlights

- Conducted user testing, which informed the development of interactive features, enhancing user engagement.
- Developed an internal library for efficient and consistent display of BBC content 'cards', streamlining content management.
- Adopted and strengthened my abilities in new technologies such as Node.js, React, webpack and Babel.

## Shopa

1st May 2014 - 16th Apr 2015

### Director of Front End Engineering

<https://shopa.com/>

As the Director of Front End Engineering at Shopa, I led the small front end development team as the company grew and attracted more funding. We delivered reusable components and a robust front end architecture, enabling the company to scale and adapt to changing business needs.

### Highlights

- Oversaw front end implementation and maintenance, alongside dev ops tools ensuring website reliability.
- Navigated the balance between business expectations and technical capabilities, delivering on project objectives.

- Broadened my expertise by learning about technologies such as Go, Elasticsearch, and Gulp.

## Shopa

13th Jan 2014 - 1st May 2014

### Front End Developer

<https://shopa.com/>

At Shopa, a social shopping startup, I was instrumental in developing the initial web and mobile applications. I then transitioned into a development-management role to build a capable team and oversee front end development.

#### Highlights

- Rapidly iterated on prototypes, establishing a fast feedback loop crucial to the startup phase.
- Experimented with cutting-edge technologies in a collaborative setting.
- Enhanced my skill set with Ruby on Rails and integrated new methodologies like SUIT CSS.

## Universal Music Group

12th Dec 2011 - 10th Jan 2014

### Front End Developer

<https://www.universalmusic.com/>

At Universal Music Group, I worked on a range of artist and record label websites. I introduced mobile-first best practices into the development workflow and actively contributed to tools and guidelines for the team.

#### Highlights

- Led front end development for the Sinfini Music site, delivering a new platform for classical music enthusiasts.
- launched a new website for Mercury Records, enhancing the mobile user experience.
- Created the 'UMG Boilerplate', a tool that streamlined development processes for teams.

## BBC Worldwide

1st Oct 2010 - 1st Dec 2011

### Commercial Developer

<https://www.bbc.com/>

In the BBC.com development team I contributed to the launch and maintenance of an updated BBC home page for international users. I also helped manage analytics and advertising code, and implemented GeoIP and CDN solutions.

## Highlights

- Completed Adobe SiteCatalyst Implementation Training to improve site analytics.
- Analysed global traffic patterns using Keynote for insightful user understanding.
- Learned about and implemented continuous integration, TDD, and BDD.

## BBC Worldwide

1st Jul 2009 - 1st Oct 2010

### User Interface Developer

<https://www.bbc.co.uk/>

At BBC Worldwide, as part of the Digital Delivery team, I worked on maintaining and enhancing several 'passion sites' including BBC Good Food, Gardeners' World, and Radio Times, focusing on problem-solving and user experience improvement.

## Highlights

- Participated in rebuilding the Top Gear website, optimising navigation and performance.
- Developed and integrated new features and microsites for various BBC websites.
- Expanded knowledge in website localisation and effectively applied GeoIP technologies.

## BBC

1st Jul 2008 - 1st Jul 2009

### Front End Developer

<https://www.bbc.co.uk/>

Selected for the development team that revamped the BBC domestic homepage into a customisable, widget-based layout, enhancing usability for a large audience.

## Highlights

- Contributed to a homepage redesign that improved usability for millions of daily users.
- Collaborated closely with a skilled team, refining development best practices.
- Dived into dev ops, learning about CDNs and caching strategies for large-scale websites.

## Alec Rust Ltd

1st Jan 2004 - 1st Jun 2009

### Freelance Developer/Designer

<https://www.alecrust.com/>

As a freelance developer, I became adept in a wide range of areas of web development and catered to diverse client needs, from small businesses to start-ups.

I utilised popular CMS platforms and also engineered bespoke solutions.

## Highlights

- Developed websites for a range of businesses, adapting to unique needs.
- Implemented a scalable hosting and monitoring solution for multiple clients.
- Launched a Q&A platform for general contractors, among other projects.

## RAPP

1st Oct 2007 - 1st Jun 2008

### Web Developer

<https://www.rapp.com/>

At my first job in London, I honed my skills in a fast-paced agency setting, mastering development workflows and quality assurance processes, and contributing to projects for large clients.

## Highlights

- Contributed to the launch of Pfizer's health information website.
- Built HTML emails for high-profile clients like Apple and Barclays.
- Gained insights into user preferences through formal user testing.

## Skills

### Technical Skills

- HTML5, CSS3, ES6, Node.js, TypeScript
- React, Vue.js, Stimulus, Next.js, Ruby on Rails
- Tailwind CSS, NextUI, Material UI, Bootstrap etc.
- webpack, esbuild, Babel, ESLint, Prettier, Jest
- CI with GitHub Actions, CircleCI, Semaphore CI etc.
- WordPress LAMP stack with MySQL, PHP, jQuery etc.
- Strong design and UX skills, Sketch, Affinity, Figma etc.
- Web accessibility standards
- Performance optimisation and scalability
- SEO expertise and analytics integration

### Soft Skills

- Leadership/mentorship
- Project management
- Written & verbal communication
- Team collaboration
- Detail oriented