

TIM ROSS

Frontend Developer

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PROFESSIONAL SUMMARY

Frontend developer with 18+ years of commercial experience spanning agency, broadcast, and independent consultancy. Proven track record delivering performant, responsive interfaces using React, Next.js, and modern JavaScript tooling for clients including the BBC and Red Bull. Experienced in leading technical direction, introducing development workflows, and translating client briefs into innovative digital solutions. Comfortable operating across the full frontend stack from design interpretation through CI/CD deployment.

KEY SKILLS

Languages & Markup: JavaScript (ES6+), TypeScript, HTML5, CSS3, PHP

Frameworks & Libraries: React, Next.js, Express, Vue (familiar), jQuery

Styling: SCSS/SASS, BEM methodology, Tailwind CSS, CSS Grid, Flexbox

Build & Tooling: Vite, Webpack, NPM, Gulp, Grunt, ESLint, Prettier

Testing & CI/CD: Vitest, GitLab CI, Travis CI, Jenkins, automated deployment pipelines

Infrastructure: Docker, AWS (EC2/Ubuntu), Linux server provisioning, Git

CMS & Platforms: WordPress (theme/plugin development, REST API, ACF, WPML), TYPO3

Design Tools: Figma, Adobe Photoshop, Adobe InDesign

Other: Google Maps API, responsive/mobile-first design, performance optimisation, accessibility (WCAG/Lighthouse)

PROFESSIONAL EXPERIENCE

Freelance Frontend Developer

Aug 2016 – Present

Tim Ross Web Development | Austria / Exeter, UK

Independent consultancy delivering frontend solutions for international clients across tourism, e-commerce, education, and not-for-profit sectors. Responsible for the full project lifecycle: client consultation, technical scoping, design interpretation, development, testing, and deployment.

Key projects:

- MX Zermatt (mxzermatt.com) — Built a React-based interactive chalet location map using the Google Maps API, integrated within a WordPress/Elementor site with custom post types, WPML internationalisation, and booking system integration. Delivered from Figma designs. Lighthouse scores of 98–100 across all metrics at launch.
- Tubolito (tubolito.com) — Developed a React warranty registration application with WordPress REST API backend for this cycling e-commerce brand.
- ShiftBikes (shiftbikes.co.uk) — Designed and built a full-stack bicycle classifieds platform using Next.js, Tailwind CSS, and a Node.js backend. Deployed via Docker containers on AWS EC2 (Ubuntu), with GitLab CI pipelines running Vitest unit tests and automated deployment.
- MTB Fantasy (mtbfantasy.com) — Created a fantasy league platform for downhill mountain bike racing with a React frontend and Express backend.
- Actief Jobmade (actief-jobmade.at) — Built an Austria-wide jobs platform with advanced search and filtering.
- St. Gilgen International School (stgis.at) — Built and managed the school's WordPress site from 2016, including accessibility compliance review and ongoing development.
- Leimgruber (leimgruber.at), yModul (ymodul.de), Mindcollider (mindcollider.io) — Responsive websites for property, education, and non-profit clients, built from designer specifications.

Lead Web Developer

Apr 2014 – Jul 2016

Zoom Productions GmbH | Salzburg, Austria

- Led frontend development for local and international clients including Red Bull. Built the Red Bull X-Alps website featuring live GPS tracking integration with interactive maps, and developed a JavaScript photo gallery for the Red Bull Illume photography competition.
- Introduced Git version control and continuous integration workflows across all agency projects, significantly reducing deployment errors and improving code quality.
- Participated in client meetings, contributing technical consultancy and shaping project direction alongside the creative team.
- Implemented projects using TYPO3 CMS with custom frontend builds.

Web Developer

Jan 2013 – Feb 2014

BBC Global News Ltd | London, UK

- Developed international versions of BBC News, Sport, and the BBC.com homepage using the BBC's Simorgh platform, built on a React stack.
- Rebuilt the international homepage architecture to be more robust and responsive, enabling future responsive layout development.
- Integrated video player functionality enabling new mobile video revenue streams.
- Worked within a team of approximately 10 developers, participating in code reviews and collaborative development using CI pipelines (Travis/Jenkins).

Web Developer

Oct 2011 – Dec 2012

BBC Worldwide | London, UK

- Developed and maintained international websites for BBC Worldwide including bbc.com/future, bbc.com/travel, and bbc.com/autos using PHP and JavaScript.
- Improved the existing ad serving solution and integrated new third-party advertising platforms using JavaScript.
- Delivered robust, scalable web solutions across multiple BBC interest sites.

Technical Manager

Sep 2006 – Oct 2010

Sponge Digital Agency | London, UK

- Served as Technical Manager and Senior Software Developer for a mobile marketing agency, leading all technical decisions.
- Developed websites optimised specifically for mobile devices and created technical specifications for client and third-party integrations.
- Built the SMS marketing platform that powered Sponge's core service offering.
- Managed third-party supplier relationships and engineered platform integrations.

EDUCATION

BSc Computer Science & Artificial Intelligence

1997 – 2000

University of Sussex | Brighton, UK

SIDE PROJECTS & INTERESTS

- ShiftBikes.co.uk — Actively developing a UK bike classifieds marketplace (Next.js, Tailwind, Docker, AWS).
- MTBFantasy.com — Fantasy league platform for DH mountain bike racing (React, Express).
- Passionate cyclist and hands-on bicycle mechanic; enrolled in Level 3 Cycle Maintenance course (May 2026).