

David Riches

Senior Front–End Engineer

London / Kent

hi@davidrich.es

+44 7956 409288

davidrich.es

Experience

Senior Front–end Developer

Atom Group – (Master of Malt)

12/2022 – Current

🌟 Replatforming (2025 to current)

- Architected and delivered a headless e-commerce platform on Next.js 15 and BigCommerce, serving both Retail and B2B channels. Built with React, TypeScript, Tailwind, and Radix UI, with Storybook components migrated from the legacy stack — delivering measurable improvements to performance and scalability.
- Designed geolocation-driven personalisation, dynamically serving localised content, pricing, and user experiences by detected region.
- Built a custom Algolia integration with instant search, product recommendations, and intelligent query suggestions, improving product discovery across the catalogue.
- Extended BigCommerce's B2B checkout with custom shipping logic, filtered payment rules, and UI refinements to streamline the purchase flow.
- Integrated Klaviyo marketing automation with Google Analytics and Tag Manager, enabling end-to-end user tracking, segmentation, and engagement reporting.

🔥 Legacy Project (2022 - 2025)

- Integrated express checkout via Braintree, supporting Apple Pay, Google Pay, and PayPal to reduce friction and lower checkout abandonment.
- Redesigned the checkout as a streamlined two-step flow using Styled Components and Material UI, improving usability and conversion.
- Overhauled the Storybook component library, introducing new components and optimising existing ones to align with the platform's evolving requirements.
- Led cross-functional UI collaboration sessions between development and creative teams, driving faster delivery cycles and more cohesive design outcomes.
- Developed bespoke React components for Builder.io landing pages, enabling the marketing team to create dynamic, personalised content without developer intervention.

Senior Consultant – Full stack Developer

Appnovation

01/2021 – 12/2022

Global full-service digital agency (UK-based, EMEA clients). Part of the engineering team delivering scalable solutions for major European brands across fitness, logistics, healthcare, and food & beverage.

Basic-Fit – Leading European Fitness Group

- Built Contentful backend infrastructure for Basic-Fit's mobile app and in-gym digital displays, supporting operations across five countries and improving member engagement throughout their fitness network.

- Designed comprehensive content models and developed custom React apps and UI extensions to streamline content management across their multi-platform digital ecosystem.

Mileway – Europe's Largest Logistics Real Estate Business

- Led a full platform migration from WordPress to a modern Contentful-powered architecture for Mileway, managing 1,700+ logistics properties across Europe.

- Developed custom React applications for automated brochure generation, interactive Google Maps integrations, and detailed site plans — all connected to backend microservices to improve operational efficiency and client experience.

Souvenaid (Danone) – Healthcare Digital Platform

- Built a specialist digital platform for Souvenaid, Danone's dietary supplement for individuals with Alzheimer's disease, with a strong focus on accessibility and clarity for healthcare contexts.

- Developed a comprehensive Storybook component library integrated with a Contentful backend and Next.js frontend, ensuring consistent, healthcare-focused experiences across multiple touchpoints.

Alpro (Danone) – Global Plant-Based Brand

- Optimized multi-market website performance for Alpro's global platform, serving localized content and languages across 32 markets.

- Delivered new features and performance improvements using Contentful, Gatsby.js, TypeScript, and Netlify functions, improving site speed and engagement across international audiences.

Senior Front–end Developer

We Are Access

06/2020 – 12/2020

Manchester-based digital marketing agency (remote). Delivered high-impact websites and digital experiences for major brands across charity, luxury spirits, and e-commerce.

WaterAid – Toilet Stories Campaign

- Led full-stack development of the campaign website using React and Gatsby.js, creating an engaging digital experience to support WaterAid's global sanitation awareness initiative.

- Delivered a responsive, performance-optimized platform that effectively communicated the campaign message and drove user engagement.

Highland Park Whisky – Premium Brand Experience

- Led frontend development of Highland Park's bespoke brand website, collaborating with a third-party creative agency to deliver a refined digital presence.

- Built an immersive experience that reflected Highland Park's premium positioning while maintaining strong performance across all devices.

Macallan Whisky – Luxury E-commerce Platform

- Enhanced e-commerce functionality on Macallan's luxury platform using React, implementing new features and resolving critical bugs to improve the purchasing journey.

- Maintained high-performance standards across the digital storefront, ensuring a seamless experience aligned with the brand's premium expectations.

Front end Developer

Mirum Agency

03/2017 – 05/2020

Global Digital Agency – Frontend Development Specialist

Frontend specialist within the tech team of a global digital agency, leading development projects for Fortune 500 clients including Facebook, Shell, and major consumer brands. Worked closely with creative and UX teams to deliver digital solutions across diverse industries.

Facebook – Consumer Marketing Platform

- Delivered targeted HTML/CSS solutions for Facebook's Consumer Marketing department.

Shell V-Power – Digital Brand Playbook

- Built a digital brand playbook using React, Gatsby.js, and Contentful CMS, giving Shell's global marketing teams a scalable system to maintain brand consistency across regions.

Mytime Active – Regional Leisure Platform

- Led full-stack development as primary Drupal 8 and frontend developer for Mytime Active's leisure platform, serving communities across south-east England and streamlining facility booking and membership management.

Grolsch – "AS I AM" Campaign

- Developed Grolsch's "AS I AM" brand campaign site, creating an engaging digital experience that reinforced the brand's authentic positioning and drove consumer engagement.

WaterAid – Global Charity Initiative

- Built a digital platform for WaterAid's global water and sanitation programs, with user-friendly interfaces designed to communicate the charity's mission and support community partnership initiatives.

Bayer – Enterprise Content Hub

- Architected a modern CMS using Drupal 8 with a custom Fractal frontend theme layer, applying Atomic Design principles to deliver scalable, maintainable code architecture for Bayer's global content operations.

Drupal Developer / Front–end Specialist

NDP

11/2013 – 02/2017

Drupal Developer & Front-end lead, working on fast turn around projects for various brands such as Scotts Miracle Grow, Make-a-Wish foundation and British Council. Reporting directly to the Head of Production & working closely with creative UX teams and Quality assurance. Supporting junior team members and providing client CMS training.

Web Developer

Tui travel

03/2010 – 11/2013

Worked in the Specialist & Activity sector - building new websites for various brands such as the NFL, Exodus, Quark Expeditions and YMT vacations. After 2 years I made an internal move to the Crystal Ski UX team, working closely with designers and UX researchers creating rapid prototypes, boosting revenue by adding functionality and improving performance in the booking flow.

Summary

Front End Developer with over 10 years experience. I enjoy working closely with creative teams, brainstorming ideas, finding simple solutions to design challenges and bringing them to life. I'm easy to get on with, social and a team player.

Outside of work, I love sport and can regularly be found playing Hockey & Cricket as well as occasionally attempting to swing a Golf club.

Technologies

HTML/CSS	JavaScript	React	Redux
TypeScript	Emotion	Contentful	Sanity
Gatsby.js	Next.js	GraphQL	Drupal
Browserstack	Sketch	Photoshop	Bootstrap
Figma	Miro	Storybook	Builder.io
Bigcommerce	Algolia Search		
Styled-components	Tailwind CSS		

Certifications

 **Contentful Certified Professional**
2020, 2022 & 2025 - current

 **Bigcommerce Design Certification**
2021

 **Algolia Search Engineering**
2025

 **Contentful Certified Content Manager**
2025

 **Contentful Workshop (Berlin)**
2018

 **AI for React Developers**
2024

 **React: Using TypeScript**
2023

 **Miro Technical Diagramming**
2024

Education

HND in Computing

University of Portsmouth

09/2006 – 06/2009

Portsmouth, UK