

# Roy Barber

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Website <https://roybarber.com>

I've been working in the web industry now for 22 years, starting my journey as a UI/UX designer, transitioning into a full stack designer and front end developer, also known in the industry as a unicorn! I have the ability to use modern design tools like sketch/figma and code any design into fully WCAG 2.1 accessible templates.

Developing people is a strong passion of mine, currently I'm employed full time as a Technical Lead, running a team of 7 developers, conducting code reviews in an agile environment.

In my spare time I like to experiment with new technologies, watch and participate in motorsport and spend time with my family and two little girls.

## Specialities

Agile Sprint planning, Managing research, design and development sprints, Front end development Native ES6+ JavaScript, Vue.js, HTML5 / CSS, WCAG 2.1 Accessibility, Enterprise eCommerce & CMS, Umbraco, optimizely(Episerver), Laraval, Statamic, UX/UI & Product Design including Design Systems & Pattern Libraries, Design/Prototype in Sketch & Figma

## Recent projects

Across the 22 years, I've had the opportunity to work on some interesting projects and have highlighted some key ones from the last twelve months below:

### The Wine Society

<https://www.thewinesociety.com>

Winning optimizely(Episerver) best B2C buying experience and contributing towards Dotcentric also winning optimizely Commerce partner of the year 2021. The wine society is built on .net Episerver, WCAG 2.1 Full compliance including the highest level of sign off for the US market. HTML5/BEM Css. ES6+ Javascript with React checkout and React web components.

### Solicitors Regulation Authority

<https://www.sra.org.uk>

The SRA has a vast back office where solicitors need to constantly submit compliance information, documentation and pay fees for accreditation throughout the year with over 120 different application/submission routes. So far for the SRA we have built 10x Headless CMS based VueJs Applications integrated into Microsoft Dynamics CRM. Each application must meet the strict WCAG 2.1 accessibility guidelines, with external auditors. We have recently migrated all VueJs v2 apps to v3.

## Recent projects (cont)

### Co-Operative Car Insurance

<https://www.coop.co.uk/insurance/car-insurance>

Co-operative car insurance approached us to build a proof of concept mobile application using low energy bluetooth beacons. A customer received a beacon that would transmit accurate GPS and accelerometer data to the device, recording each single journey the user takes. Only charging them insurance based on the accurate mileage / journeys and times journeys are taken. Built in Angular Ionic, Using AWS, Redis, Postgres and Larval as a stack.

### Castrol XCAR - Dealership Service Booking System

<https://invis.io/NM12Q1KAXDVY>

Design and front end development of the Castrol white label vehicle management system, used by most car main dealerships to book and manage service bookings. Send video walkarounds of inspections and send requests to customers for approval of quotes for repair work required.

## Experience

### Technical Lead developer (Frontend)

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

Full Time April 2021 - Present

Dotcentric, based in Shoreditch London, specialises in £1m + Enterprise CMS/Ecommerce builds with smaller budget sites taken on in Umbraco 8+. As a team we design and develop responsive and reusable design systems for complex personalisation and digital experiences tailored to customers buying trends.

I started initially on a contract basis (October 2019), but transitioned into full time employment as the agency scaled in April of 2021. Since working at Dotcentric I've taken on many responsibilities, leading a team of 7 frontend developers, managing and deciding the technical approach and functionality on all projects. One to ones, code reviews, upskilling staff.

Since working with Dotcentric we have been awarded optimizely(Episerver) Gold Partner 2021 and 2022, optimizely(Episerver) best B2C buying experience (The Wine Society) and optimizely(Episerver) Commerce partner of the year 2021.

### Technical Co-Founder

<https://eduly.co.uk>

November 2017 - April 2021

I co-founded eduly® when approached by its initial founder to develop the application, system and integrations. eduly® handles all primary school's communication, consent, and engagement requirements, in one central platform. Built on Laraval 9 with a Vue.js frontend.

As a separated parent i was often frustrated by the single letter home communication style, where eduly® is an open platform for all parents and grandparents to receive effective updates and communication from their child's class, including an instagram like feed of the days learning and activities. I was the technical lead for this product, I was completely hands on through the entire SDLC. I sold my share of the business last year and am no longer involved in the project.

## Experience (cont)

### Freelance Senior Front End Developer & Consultant

<https://roybarber.com>

October 2019 - March -2021

After the tough decision to close down my agency and return to contracting, i started contracting as a senior developer / technical lead for Dotcentric, detailed above before becoming full time employed.

### Director/ Senior developer

<https://wearedamage.com>

July 2014 - October 2019

We Are Damage, a global design and development agency. With a Strong team of 8 UI/UX Designers, Frontend and backend developers, Damage specialised in proof of concept and product discovery for the likes of Co-Operative Car Insurance, GoCompare, Arco, BAE systems, Castrol and many more. Specilising in Larval 8/9 API driven builds.

I built Roy&Co and rebranded to We Are Damage after contracting for six years, leading to good contacts in the industry and constant rejection of work, eventually taking on my first employee and building the team up to eight designers and frontend/backend developers. Unfortunately around February 2019 SkyBet opened a major office near by and managed to scoop up most of the developers in the area, leading to difficulty to replace staff and the need to move back to contracting.

### Freelance Designer & Front End Developer

<https://roybarber.com>

Oct 2008 - July 2014

Freelance design and front-end development for a range of global personal clients and agencies across the UK.

## References

“Working with Roy has been an absolute pleasure. He seamlessly integrated into working with the wider team. He delivered excellent knowledge and solutions that have driven our thinking for current and future projects. We very much look forward to working together in the future.”

#### John Ferguson - Head of Digital at Sheffield Hallam University

Project: Design & Front End development of the new Sheffield Hallam University Website

“Roy is a true professional. With that rare blend of technical proficiency and creative flare, he understands what is necessary to deliver great digital experiences. He is passionate about what he does, which comes across when he talks about his work. I have enjoyed working with Roy and have been very impressed by his output.”

#### James Hobson - Digital Product Manager at DWP Digital

Project: Digital Transformation - Design Systems

**More references available on request**