

Matt Crouch

Front End Developer

About

I have over a decade of experience building top-class websites and applications for clients and users around the world.

I build rich and enticing web experiences across their lifecycle - from building concepts and prototypes through to production and beyond.

I'm passionate about accessibility and performance. We need to make sure the web is open to everyone.

Experience

Senior Software Engineer at Vidsy

March 2018 to Present

- Lead front end feature development used by 10,000 creators
- Create tools to connect the Vidsy community to over 500 multinational brands including PepsiCo, L'Oréal and TikTok
- Design, implement and maintain reusable component library for outward-facing creator platform
- Liaise with design team to discuss upcoming features and builds
- Support internal staff in curation, payment and creator assistance
- Manage, assist and pair with other developers in the squad
- Run agile ceremonies and ticket writing sessions with the wider team
- Participate in engineering forum discussing company-wide issues and lead on solutions

Recent Projects

- Redeveloped the creator platform using React and GraphQL with a focus on mobile experience. This resulted in an uptick in new creator sign-ups and a doubling of brief applications
- Enabled brands to provide feedback on videos provided on-platform instead of being lost in email chains. This resulted in fewer rounds of amends to close out briefs in days instead of weeks
- Led the development side of discovery work into improving how consistently internal staff rank creator contributions. By utilising LaunchDarkly we were able to test solutions resulting in consistent ratings 20-30% higher than they were previously

Web Developer at Cinolla

July 2012 to March 2018

- Developed the leading activity centre booking platform, which served over 100,000 bookings for companies such as the Scouts, the Guides and Essex County Council
- Handled, built and maintained bespoke features for UK centres
- Triaged support requests and trained staff on the product

Contact

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Key Skills

- HTML/CSS/JS
- React
- TypeScript
- GraphQL
- Styled Components
- Storybook
- React Testing Library
- Playwright

Education

BA Interactive Media Production

2009-2012

Bournemouth University

Developed websites, applications and interactive installations across a variety of technologies. Achieved 2:1.

Interests

Gaming, photography, technical writing