


ROWLEY MACKLIN

Hello, I'm Rowley and I build pixel-perfect, interactive, and accessible user interfaces. I specialize in the sweet spot between design and code, turning wireframes into beautifully smooth web experiences. I also have a huge amount of experience working within CMS systems.

As a visual front-end developer, I specialize in bringing digital designs to life with a keen eye for aesthetics and a strong foundation in modern web technologies. I bridge the gap between creative teams and back-end engineers.

I'm full of energy, drive, hard work, enthusiasm, ideas, great interpersonal skills and a relaxed Zen-like temperament. I am also very adaptable to different dev environments and tools.

CONTACT

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 [rowleymacklin](https://www.linkedin.com/company/rowleymacklin)

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HARD SKILLS

- CSS (SCSS/SASS)
- HTML
- Responsive Design
- Media Compression & Optimization
- Web Performance Optimization
- Testing & Debugging
- UI/ UX Design Principles
- JSON Data
- Handlebars Templates
- jQuery
- JavaScript
- Accessible Code/ Guidelines
- ReactJS

WORK EXPERIENCE

DE BEERS GROUP | Hybrid WFH/ London | May 2021 – Jun 2026
Senior Frontend Developer/ Senior Software Engineer

- Global re-write of existing Rendering Templates, Transformation Templates, Handlebars Templates and JSON Schema Data (to optimize the codebase).
- Initially overhauled and optimized the main dependencies (CSS/ JS), then created a new local environment to run and transpile new and old components locally (Gulp 4, Webpack 4, Handlebars, Babel and Browsersync).
- Introduced a standardized file naming convention for easier file navigation and to help with onboarding new developers.
- Also re-wrote the SCSS codebase using the BEM naming convention and optimized the local SCSS repository to use variables, partials and mixins. This improved code recognition and prevented code duplication.
- Gradually implemented atomic components to be re-usable across the site for optimization and ease-of-use for the content team.
- GSAP integration + implementation to animate specific campaign pages.
- One of the main, regular tasks was to create campaign components based on provided designs, then integrate those new components into the Ampliance environment.
- Accessibility audits and reviewing Accessible360 reports. Implementing changes throughout
- I introduced and implemented Ampliance's new Smart Images feature, to fully optimize global image quality vs size. Adding to this I then created a new set of media breakpoints and conditions, using a new library of Transformation Templates and Rendering Templates, which were highly optimized. Also introduced a new image format AVIF. It would load in this order: AVIF/ WebP/ JPEG. Images saw an average decrease in file size between 40% to 60%. i.e. a hero banner that loaded at 980KB was reduced to 340KB. Hugely speeding up page load times.
- For videos, I created a new fallback method, loading in a new order: VP9/ webM/ MP4. Most videos page load file size was reduced by 50% or more. This was especially useful for mobile/ tablet devices.
- Regular deep-level audits and reports of designs provided to ensure branding consistency. As there wasn't a branding/ style guide in place, I was responsible for aligning with the design team to clarify details of campaign designs
- Regular meetings with various teams: in-house design team, third-party design agency, Ampliance developers, Commerce developers (Salesforce), QA, business analysts, client and business. The main areas of focus were: clarifications, estimates, expectations, re-designs and workloads
- Overseeing the new Ampliance team: onboarding, task delegation, peer programming, problem solving and meetings
- Created new visual documentation and comprehensive Ampliance step-by-step user guide for the content and development teams to easily reference components and their requirements for content build or future component builds.

TOOLS

- Amplience CMS
- Visual Studio Code/ Sublime
- Bootstrap CSS
- GIT
- CMS Content Editing & Development
- Jira/ Azure Devops/ Confluence
- Salesforce
- Hybris (Now SAP Hybris)
- Generative AI Fundamentals
- Gulp/ Grunt
- Figma/ Zeplin
- GSAP
- Foundation CSS
- Photoshop
- Illustrator
- Piano DXF
- Shopify
- BigCommerce

SOFT SKILLS

- Tea making
- Attention to detail
- Communication
- Diplomacy
- User-Centric Empathy
- Adaptability
- Mentoring
- Creative thinking
- Accessibility Fundamentals
- Usability Fundamentals
- Agile Methodology
- Time Management
- Problem-solving
- Client meetings
- Client Relationship Management
- Designs/ Code Audits
- Team Management
- Typography/ Colour Theory
- German speaking

LEARNING GOALS

- Master ReactJS
- Learn Stencil
- Learn Contentful
- Learn NextJS
- Deeper AI learning

WORK EXPERIENCE CONTINUED

AUTOSPORT | Richmond, UK | Mar 2019 – Feb 2021

Frontend Developer

- Setup and integrated new components to use the new digital experience platform, Piano content experience platform
- Converted main components to run in AMP (Accelerated Mobile Pages)
- Restyled existing components and global navigation
- Created three new microsites: Autosport Powerlist of 50 Most Influential People in Motorsport, Autosport Top 50 Drivers of 2019, Autosport Awards 2019

MULBERRY | Kensington, UK | Sept 2016 – Dec 2018

Frontend Developer/ Amplience Developer

- Set up and integrate all current + new Amplience components
- Create new micro site + live updates for the Eccentric Sensibility Korea Fashion Show
- Re-styled the pre-Amplience site: Wish list, Global Header, Secondary Header, Videos and PLP
- Overhauled the localized fonts: Latin vs. Asian font rendering
- Regular meetings with various teams: design, PM, business analysts, client, third-party design agency. The main focus was clarification, estimates, expectations and workloads

TKMAXX | Watford, UK | Jan 2016 – Jul 2016

Frontend Practice Lead

- One of my main tasks was to set up a new frontend environment, as TKMaxx were switching to the Hybris system
- Wrote an extensive Front End Best Practice document for the team
- Converted static components to work in Hybris: homepage hero, listing page hero, footer, global icons
- Regular meetings with various teams: design, backend Hybris developers, business analysts, client, third-party design agency. The main focus was clarifications, estimates, expectations and workloads

GUCCI | London, UK | Aug 2014 – Dec 2015

Frontend Practice Lead

- One of my main tasks was to set up a new frontend environment, as Gucci were switching to the Hybris system
- For some of the components, the static code was provided by a third-party agency. I was tasked with reviewing and adjusting the codebase every sprint, so it would work within Hybris

PROFESSIONAL INSPIRATIONS

- CSS Tricks
- Stack Overflow
- DeviantArt
- Smashing Magazine

PERSONAL INSPIRATIONS

- David Bowie
- Lou Reed
- Laurel & Hardy
- Leonardo Da Vinci
- Spike Milligan

HOBBIES

- Gym & trying to keep fit
- Travel
- Films: Good and bad films
- Music & Music history
- Reading
- Writing

REFERENCES

Available on request.

Please also [visit my LinkedIn](#) page for my testimonials.

SOME RANDOM FACTS

- In 1992 I set up and ran an Ostrich conservation farm on the outskirts of Nairobi, Kenya. After two years, and a very successful egg hatch rate (64%). Then followed an extensive backpack around Africa
- In 2007 I backpacked extensively around the world for over a year and wrote a modest travel diary book of my adventures.

WORK EXPERIENCE CONTINUED

GUCCI | Continued

- Created some in-house static components to work in Hybris: homepage hero, mega menu navigation, footer layout, global icons, PDP product description
- Regular meetings with various teams: Business decision makers, Gucci in-house developers, Gucci in-house design team, third-party design team, marketing team, backend Hybris developers, business analysts, third-party design agency. The main focus was clarifications, estimates, expectations and workloads

WORK EXPERIENCE ARCHIVE

AVIVA INVESTORS | Frontend Developer | London, UK | Aug 2016 – Sep 2016

OASIS CLOTHING | Frontend Developer | London, UK | Jul 2016 – Aug 2016

GOODYEAR | Frontend Developer | Boston, USA | Feb 2014 – Aug 2014

SAINSBURY'S TU | Frontend Developer | London, UK | Dec 2013 – Feb 2014

BARBOUR | Frontend Developer | London, UK | Nov 2013 – Dec 2013

DR MARTENS | Frontend Lead Developer | Newbury, UK | May 2013 – Oct 2013

TABLE 19 | Frontend Developer | London, UK | Mar 2012 – Apr 2012

FINANCIAL EXPRESS | Frontend Developer | London, UK | Nov 2011 – Feb 2012

EMPEROR DESIGN | Frontend Developer | London, UK | Jul 2011 – Sep 2011

NITROGEN GROUP | Frontend Developer | London, UK | Jan 2011 – May 2011

EVALUATE FE | Frontend Developer | Newbury, UK | Mar 2010 – Nov 2010

RATED PEOPLE | Frontend Lead Developer | London, UK | Feb 2009 – Feb 2010

CISCO SYSTEMS | Web Analyst/ Web Designer | Feltham, UK | Jan 2005 – Sep 2007

SUPPLY SERVE TECH | Designer/ Web Designer | London, UK | Jan 2002 – Nov 2004

EDUCATION

NEWMEDIA | NVQ Level 1 | NDTC, London

IT NETWORKING | NVQ level 1 | PTC, London

ELECTRONIC SERVICING | City and Guilds (level 1)

SECONDARY SCHOOL | Cardinal Vaughan Memorial School, London | O LEVELS/ CSE | Art | Geography | English Lang/Lit. | Maths | Design & Technology | Commerce | Science