James Power

Senior Frontend Engineer | Design Systems · Accessibility

Bristol, UK | hello@jamespower.co.uk | jamespower.co.uk | linkedin.com/in/jamespowerdev

---

PROFESSIONAL SUMMARY

I am a senior frontend engineer with 13 years of commercial experience specialising in design systems and accessibility. I build component libraries in React and TypeScript that scale across teams and products, with WCAG AA compliance baked in from the first commit. My work covers the full component lifecycle: Storybook-driven development, design token architecture, keyboard navigation, screen reader support, and focus management. I do not just build interfaces to spec. I question design decisions, push back when patterns create usability problems, and make sure what ships is genuinely accessible. Most recently I built a 56-component design system serving 3 brands and roughly 30 engineers, spanning 540 files with 100% WCAG AA compliance across all non-colour-contrast criteria. I treat a component library the same way I treat a product: well-tested, well-documented, and built for the people who use it every day.

EXPERIENCE

Senior Front-End Engineer
Jan 2025 – Present

Zuno – B2B SaaS platform powering home energy installations for 15,000+ installers and 1M+ consumers annually

- Built a 56-component design system (37 core components, 6 primitives, 13 patterns) using React, TypeScript, and Storybook, giving ~30 engineers a shared, documented source of truth across 540 files and 214k+ lines of code
- Achieved 100% WCAG AA compliance across all non-colour-contrast criteria by embedding accessibility checks into every component from day one, covering keyboard navigation, screen reader support, and focus management

Full-Stack Developer
Dec 2022 – Jun 2024

Vertical Aerospace – UK aerospace startup developing the world's first certified eVTOL aircraft

- Reduced application startup time by 80% by profiling and optimising the Meteor.js build pipeline, cutting developer feedback loops from 45s to 9s across the engineering team
- Established a comprehensive test infrastructure using Jest and React Testing Library, growing code coverage to 60% and catching regressions before deployment

Full-Stack Engineer
Mar 2022 – Jul 2022

Emrit – Crypto hardware deployment platform connecting retail consumers to the Helium IoT network

- Built the Emrit Explorer, a real-time Helium device monitoring app using React and GraphQL, giving 10,000+ retail users visibility into hotspot earnings and network status
- Introduced structured sprint planning and code review processes that improved the team's delivery cadence, reducing average feature cycle time by roughly 30%

Full-Stack Developer
Sept 2021 – Mar 2022

PA Consulting – Global innovation and transformation consultancy

- Delivered the Pret A Manger Coffee Subscription gifting feature using React and Next.js, enabling customers to gift subscriptions and contributing to a product serving 160,000+ monthly active users with GBP 3M+ MRR
- Built new account management features for the Pret Perks loyalty programme, improving user retention metrics and simplifying the subscription self-service flow for hundreds of thousands of customers

Full-Stack Developer
Jul 2020 – May 2021

GoRank – B2B SEO analytics and reporting SaaS platform

- Built a JWT-based SSO system using Node.js and Express, reducing login friction across three products and eliminating duplicate authentication flows
- Refactored the core reporting architecture from a monolithic endpoint to a modular service layer, improving scalability and enabling faster API response times across the platform

Senior Front-End Developer
Feb 2020 – Mar 2020
Prophecy Unlimited – Creative agency specialising in automotive and luxury brands

- Diagnosed and resolved 15+ accessibility and usability issues across BMW Group UK retailer websites, improving WCAG compliance and ensuring a consistent experience for all users
- Educated the client team on accessibility best practices and inclusive design principles, establishing a review checklist that the agency continued using after the engagement ended

Full-Stack Developer
Jun 2019 – Jan 2020
University of Bristol – Russell Group research university, staff web profiles project

- Delivered a WCAG AA-compliant staff profile system using Gatsby and React, providing mobile-first public-facing profiles for 500+ academics to present their research and expertise
- Created a bespoke, accessible UI component library with 20+ components, enabling the development team to build consistent interfaces across the university's web properties

EARLIER EXPERIENCE

Software Engineer, UI, Royal Bank of Scotland
Sept 2017 – Mar 2019

Lead UI Developer, Olice Productions
Sept 2016 – Sept 2017

Digital Developer and Designer, Olice Productions
Jun 2013 – Sept 2016

SKILLS

Frontend	React, Next.js, TypeScript, Tailwind CSS, HTML/CSS, Accessibility (WCAG)
Backend	Node.js, GraphQL, REST APIs
Testing	Jest, Cypress, Storybook
Tools	Git, Docker, AWS

EDUCATION

University of the West of England
2012 - 2016
BSc (Hons) Digital Media (First Class)

Droitwich Spa High School
2009 - 2011
A-Levels

Droitwich Spa High School
2005 - 2009
GCSEs