# Matthew Pilcher

## Front-End Software Engineer

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Front-end focused software engineer with 10+ years of experience building and maintaining a range of web applications, including e-commerce, SaaS and customer-facing platforms. Specialising in React and TypeScript, and experienced working across the API layer. Delivered migrations and split tests, taking features from design to release with a focus on maintainable, well-tested code.

### TECHNICAL SKILLS

**Front-end:** TypeScript, JavaScript, React, Next.js, Redux, HTML, CSS (Sass, SCSS, Less), Tailwind CSS, Vue.js

**Testing & performance:** Jest, Vitest, React Testing Library, BrowserStack, Lighthouse, Datadog

**APIs & integration:** REST APIs, GraphQL/Apollo, Node.js, Express, CMS integration

**Tools & workflow:** Git, CI/CD, Vite, Storybook, Figma, Jira, Google Tag Manager/Analytics, Copilot, OpenAI Codex

### WORK EXPERIENCE

**Planned Career Break & Independent Projects** **Jul 2025 - Present**

- Took a planned career break to renovate my own property, completed in September 2026.
- Resumed software development in October 2026, building and deploying personal web projects with React, TypeScript, Next.js, Tailwind CSS and REST API integrations (mattpilcher.co.uk).

**Holland & Barrett, Remote - Software Engineer** **Apr 2021 - Jul 2025**

- Built and maintained product pages with React, TypeScript and Tailwind CSS, creating reusable components and translating Figma designs into features, improvements and split tests. Rolled out winning split-test variants that improved conversion and removed deprecated code.
- Contributed to a redesign covering a photo gallery with zoom and modal, product information accordions, delivery options, availability and click and collect. Adopted design tokens and updated supporting APIs.
- Migrated product page components from a Next.js and Redux application to a shared React drag-and-drop page builder, building them in Storybook and substantially increasing unit and integration test coverage. Configured CMS fields and contributed to the API migration from Hapi.js to GraphQL and Go.
- Owned delivery of a loyalty capture feature across web and React Native apps, enabling customers to provide additional information. Built UI components with animations, form validation and error handling, and created API routes to retrieve and update customer information through existing backend services.
- Built and updated product recommendation carousels and their supporting APIs. Integrated and maintained Zendesk live chat, implemented translations and added tracking through Google Tag Manager.
- Supported junior developers when needed. Added Prettier and ESLint checks to the codebase and CI/CD pipelines, and monitored page and API performance using Datadog and Lighthouse.

**Hectare, Portsmouth - Front End Developer** **Oct 2020 - Mar 2021**

- Developed features and fixed bugs using Vue.js and Tailwind CSS, contributing to improvements and a redesign of the existing platform.

**Holiday Extras (Shortbreaks), Remote - Software Engineer** **Sept 2017 - Oct 2020**

- Took ownership of planning and rewriting the Manage My Booking portal from legacy PHP to React, Redux and Express, integrating it with newer microservices. Built front-end functionality for DTMF bookings.
- Built GraphQL and Apollo features, including hotel suggestions and lowest-price calendars. Implemented split testing and tracking with Google Optimize, Analytics and Tag Manager. Added a preference centre to the booking flow so customers could manage email preferences in line with GDPR requirements.
- Migrated the Paultons SEO site from a legacy codebase to a Gatsby-based static site generator to improve maintainability and page performance. Created Prismic content templates to display updated policies.
- Maintained and added features to booking flows for sites including Merlin Entertainments, using React, Redux, Node.js, Less and Dust. Wrote unit tests and deployed changes through CircleCI. Created Sketch mock-ups, demonstrated work to stakeholders and reviewed pull requests.

**Akero Labs, Portsmouth - Front End Developer** **Jun 2015 - Jul 2017**

- Contributed to the second version of a SaaS platform, migrating from AngularJS to Angular 2. Developed features using Angular, Pug, MongoDB and Sass.
- Built a responsive, printable reporting dashboard displaying lead, activity and Grafana data, with draggable, resizable and customisable widgets.
- Designed and developed responsive components, themes, layout templates and example pages for a landing page builder, using Sketch for mock-ups. Created a masonry-style showcase of the example pages.
- Built the front end of a university ranking website from design mock-ups. Added features and carried out maintenance and testing across the SaaS platform, company website and blog.

**Independent Games and Web Development, Remote - Developer / Designer** **Aug 2013 - Jun 2015**

- Designed and developed independent games, releasing two on the App Store (see portfolio).

**Earlier Web & Graphic Design Roles** **Dec 2009 - Aug 2013**

Wiggle (Content & Site Admin), Hardcloud (Web Designer), Unipro (Junior Web & Graphic Designer)

- Created web artwork, animated banners and HTML newsletters for clients including Blockbuster, Specsavers and Booker, using JavaScript, Photoshop and Illustrator. Managed e-commerce product content, imagery, stock imports and site updates. Organised photo shoots and edited images for web use.

## EDUCATION

**Bournemouth University** – Interactive Media Production (completed first year before entering web design)

**Portsmouth Arts Institute** – Diploma in Foundation Studies (Art and Design)

**Southdowns College** – A Levels: Photography, Graphic Design and Business Studies