

Tom Jardine-McNamara

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Senior engineer with 15+ years of experience building large-scale web platforms for global organisations. Front-end-leaning but comfortable across the stack.

I have worked with a vast range of web technologies over my career. I currently specialise in React/Node/TypeScript with a strong focus on TDD, clean code, accessibility, and UX.

Adept at steering technical architecture and mentoring, I drive engineering best practices and thrive in fast-paced, delivery-focused environments where shipping daily is a priority.

I embrace AI where appropriate and enjoy exploring new use cases for Copilot and friends.

Featured roles & experience (2010 - now)

Sky UK (2024-now and 2017-19)

Senior engineer leading team for high-traffic sales website serving ~30k requests/day.

🚀 Led data-driven performance gains, including halving load time of Sky's deals page with 6x conversion uplift.

🎯 Architected innovative customer targeting solution for a successful £10million One Touch Switch campaign.

👥 Championed collaboration between UX, content and engineers using Storybook for component-driven designs.

🧠 Mentored and upskilled team via pairing, mobbing, and innovation sessions including TDD workshops, hackdays and in-office "escape rooms".

🔧 Stabilised all automation tests by introducing REST and GraphQL mocking layer with Mocked Service Worker.

🌟 Accelerated tech roadmap with AI-driven solutions.

💖 Wove real-user accessibility testing into delivery lifecycle using the Fable platform, shifting a11y left.

📦 Consolidated disparate legacy apps to strategic Next.JS SSR app, eliminating hundreds of security vulnerabilities.

📊 Managed OpenTelemetry migration for team apps.

🛠️ Spearheaded adjustments to ways of working with experimentation team, reducing disruption of journeys.

Booking.com (2019-20)

Core engineer focussed on Rental Car re-platforming.

👤 Shaped frontend strategy and re-platforming roadmap.

🧩 Built and maintained shared component libraries, reducing duplication and speeding delivery.

👥 Mentored junior developers, promoting clean code and sustainable practices.

Skills

Front-end

HTML, CSS, JS, React, Next.js (SSR/ISR/SSG), TypeScript, Storybook, GraphQL, Accessibility (WCAG, screen readers)

Back-end

Node.js, Express, REST, GraphQL, tRPC, SQL, headless CMS

Testing & QA

TDD, Vitest, Jest, React Testing Library, Playwright, MSW

Tooling & DevOps

Monorepos, build tools (Webpack, Vite, etc), GitHub Actions, GitLab CI, Concourse, Octopus, Jenkins, Docker

Observability

Grafana, Kibana, OTEL, Dynatrace, Sentry

Other

Linux/Shell, React Native, Pair & Mob Programming

Moo.com (2022-24)

Took new sales platform from design to release, exceeding \$1m revenue target sales via replatformed estate.

🔧 Headed tech selection: Next.js SSG, tRPC, CSS modules), laid groundwork for new platform (monorepo architecture, micro-frontends, design system tools).

🎨 Built pixel-perfect components in close collaboration with designers.

👥 Fostered an internal front-end community.

💡 Advised on PaaS vendor selection for core capabilities on new platform including merchandise design tool.

🔧 Stabilised legacy estate, consolidating testing frameworks, creating bespoke tools to ease local dev and reducing code complexity to avoid bugs.

RAM Tracking (2021)

Sole front-end engineer building a greenfield dashcam platform for a logistics provider.

🧱 Defined architecture and UI foundations - SPA using MUI, Redux Toolkit, Mocked Service Worker.

🚀 Successfully launched the project within three months from initial concept to market, resulting in new customer acquisition and upselling of existing customers.

📝 Documented codebase and architectural decisions ready for scale-up of front-end team beyond MVP.

👥 Laid foundations for component library to roll out across existing products post-launch.

🔗 Integrated front-end with AWS Amplify, using MSW to rapidly prototype UI experience before API routes delivered.

What Good Looks Like (2021)

Founded a training provider with two colleagues, designing and supplying courses, along with companion apps, for a leading North-West training organisation:

“TDD Like You Mean It”

A course taking students from first principles to full-stack TDD, covering modern tooling (Jest, React Testing Library, Cypress) and best practices.

“Mobile for web developers”

An introductory course aimed at seasoned web developers wishing to transition into mobile development using React Native, covering mobile fundamentals such as Human Interface Guidelines, device-native APIs and responsive layouts.

Maldives Whale Shark Research (2014 - 2017)

Founding engineer for marine wildlife citizen science platform

 Designed and built a full-stack LAMP platform and React Native mobile app to support citizen science project.

 Integrated C++ photo-ID algorithm to allow automated identification of sharks, boosting engagement and data influx.

 10x increase in data collection following launch of public portal and app.

 Conducted in-field testing with researchers, ensuring the product met the needs of the marine team and volunteers.

 Sole engineer responsible for all technical decisions, development, and deployment.

Other experience (2010 - now)

Various freelance development work: Taking client projects from brief to completion, liaising with partners where necessary.

Assorted contributions to open-source software projects: Mythic Table, Elementary OS, aMSN, SuperTuxKart.

Nimble Approach (2021-22): Delivered React app & component library to critical deadlines while upskilling junior engineers.

Covea Insurance (2020): Lead engineer. TDD culture, microservices, Camunda BPMN.

Bray Leino (2015): Designed Node.js APIs for NHS healthcare system, enabling daily releases via Jenkins.

Ashfield Healthcare (2011-14): Built mobile web apps for clinical sales using cutting edge CSS for animation.

McCann-Erickson (2010): Built microsites for brands including Harley Davidson and Lotus Cars.

Christie's Auction House, via UsTwo (2020-21)

Front-end engineer building and maintaining a library of web components to modernise one of the oldest auction houses in the world.

 Established best practices for TDD and accessibility.

 Converted monolithic Stencil app into separate packages within a Lerna mono-repo, improving our ability to iterate and manage dependencies between core team and delivery partner.

 Liaised with designers on feasibility and accessibility concerns.

 Automated package publishing leveraging existing CI/CD pipelines.

Zooniverse - Planetary Response (2016)

Full-stack engineer for citizen science disaster relief platform managed by Oxford University, deployed to directly inform front-line services during the 2015 Nepal earthquakes, 2016 Ecuador earthquake and Caribbean hurricanes Irma and Maria (2017) and Dorian (2019)

 Developed ingestion and processing tools for rapid classification of large satellite photography datasets from NASA and ESA APIs, saving 100s of hours of manual work.

 Built scalable custom Node.js backend with Redis for job management and docker-compose/pm2 for orchestration.

 Extended platform-critical React components, enabling image annotation workflows and bringing new capabilities to other projects under the Zooniverse umbrella.

Education

Further

British Sign Language, Level 1 (2024)

University

2:1 BA Hons English Literature, Lancaster University (2009)

High school

A-level Maths (A), English (A), Physics (B) (2006)

AS-level Chemistry (B) (2005)

11 GCSES A-A* (2004)

Volunteer work

Woodford Primary PTA - Secretary (2022-23), Chair (2023-24)

Code Your Future - Teaching Assistant (2022-23)

The Belize Zoo - Assistant Keeper (2015)

Maldives Whale Shark Research - Field Assistant (2014)