



Software engineer in London, building web products since 2021. Frontend-focused and comfortable across the stack (**React, Next.js, TypeScript and Node**), with a real eye for **accessible, performant UI** and design systems. I've shipped production software for a consultancy, a digital agency and editorial publishers including the **Financial Times**, and I like owning a feature from the data model to the last pixel.

● EXPERIENCE

Frontend Developer · Freelance

Nov 2024 – Present

London, UK · contract

- Build interactive **branded-content products** for **Financial Times** clients including Julius Baer and Equinor, from Figma designs to production-ready, fully responsive code.
- Contract frontend for digital publishers and product teams, owning each build end to end with designers and editorial.
- Focus on **performance and accessibility**, and on componentising the work so each build ships faster and stays consistent.

Stack Next.js · React · TypeScript · SCSS · WCAG accessibility

Frontend Developer · **Neverbland**

Jul 2023 – Aug 2024

London, UK · digital agency

- Led the frontend of **Clays'** new booking product on a custom orchestration API. It raised **spend per booking by 48%** in its first week.
- Built accessible component libraries for **Tooled-Up Education** and a **Storybook design system** for **Earnt**.
- Shipped a Sanity-backed booking system and helped run sprint planning.

Stack React · Next.js · TypeScript · Sanity · Storybook

Full-Stack Software Developer · **Rocketmakers**

Jul 2021 – May 2023

Bath, UK · software consultancy

- Shipped **React** frontends, backed by Node APIs, for client products across energy, health and tech, including Pure Planet, Sero and Wavesix.
- Contributed to **Armstrong**, the firm's open-source React component library.
- Wrote and delivered an HTML and CSS course for work-experience students.

Stack React · TypeScript · Node.js · REST APIs

● EARLIER

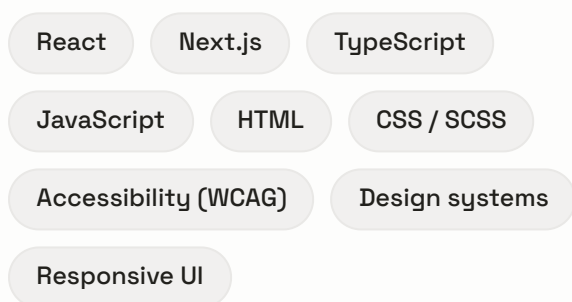
Specialist, Apple · London, 2011–2019 (8 years). Daily one-to-one and group teaching: getting people of every level comfortable with their devices and the creative tools on them, and explaining technical things in plain language. Where my eye for UX and the habit of clear communication started.

● SELECTED PROJECTS

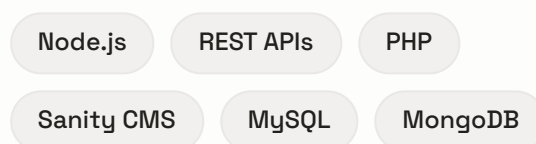
- Clays booking flow** Led the frontend of the new booking product on a custom orchestration API. **Raised spend per booking 48%** in week one.
- Chork** A rock-climbing app with Apple-fitness-style activity rings for sends, flashes and zones, plus a points total. Built with **Next.js** and **TypeScript**.
- FT branded content** Interactive partner-content products for **Financial Times** clients (Julius Baer, Equinor). Figma to production, fully responsive.
- Armstrong** Contributed to Rocketmakers' **open-source** React component library, used across client products.
- Tooled-Up Education** Accessible component library and resource platform for parents and schools.

● SKILLS

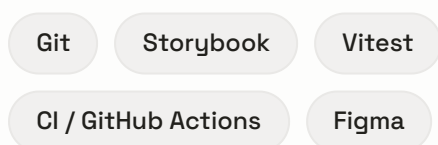
FRONTEND



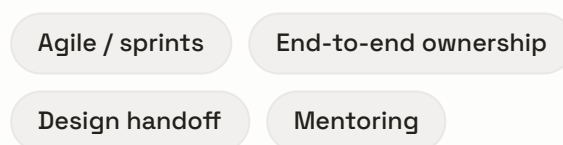
BACKEND & DATA



TOOLING & TESTING



WAYS OF WORKING



● EDUCATION & TRAINING

Full-Stack Software Engineering · iO Academy

2020

Intensive four-month engineering bootcamp. Finished **top 10 globally and #2 in the UK**. PHP, JavaScript, React, Node.js, MySQL, MongoDB, Git.

BA Sound Design · Ravensbourne University

2012 – 2015

Practical degree in a technical, detail-driven field. Where the eye for craft and the habit of explaining things clearly started.

● BEYOND CLIENT WORK

tomhinsley.com is self-built and self-maintained: Next.js and TypeScript, fully accessible, theme-aware, unit-tested and CI-checked. It's where I try ideas, ship small products and keep my craft sharp outside client work. Proof I care about the same things off the clock as on it.