

James Wilson

Senior Frontend Engineer



+27 62 142 8137 | jamesjw01@gmail.com | Cape Town, South Africa | [linkedin.com/in/james-jay-wilson/](https://www.linkedin.com/in/james-jay-wilson/)

SUMMARY

Graphic Designer (9 years) turned Frontend Engineer (10+), with two decades of combined experience across SaaS, eCommerce, CRM, CMS and enterprise platforms. I specialise in CSS Architecture, Design Systems, Accessibility and Performance. I've led frontend standards and mentored developers across several teams. My design-thinking mindset carries over into my code - I'm always striving to make sure the quality of delivery isn't just skin deep, but is reflected in the thinking, structure and maintainability of the code.

Available now for permanent, contract or freelance roles.

WORK EXPERIENCE

Independent Senior Frontend Engineer Self-employed Contract & Freelance	Sep 2024 – Present (2 years 2 months) Cape Town, South Africa Remote
I work independently, contracting to agencies and product teams in the UK, the Netherlands, Germany and South Africa. Selected engagements:	
Dwela · furniture manufacturer (current, freelance)	
<ul style="list-style-type: none">Sole developer on the full-stack build of a bespoke MRP/ERP-style platform spanning nine business domains (React, TanStack, Convex, Netlify).Leading an AI-orchestrated build: designed an agent workflow with custom Claude Code agents, skills and MCP integrations, under written guardrails and human review.Extended the same workflow to the non-technical client: a three-repo structure separating product planning from build, a governed stack of agent skills and context-protection guards.	
Lalandi Conclusion · Dutch consultancy (contract)	
<ul style="list-style-type: none">Built a multi-step Vue 3 membership subscription funnel embedded in Drupal for a leading Dutch sports-facility platform.	
Fuse.cx · Braze CRM specialists, Scotland (10-month contract)	
<ul style="list-style-type: none">Sole frontend engineer embedded in client teams, working directly with designers and stakeholders to deliver production In-App Messages (interactive games, voucher mechanics, loyalty flows and promotional countdowns) for KFC, Samsung, Huawei, Takealot and MrD.Defined the frontend standards for Braze CRM campaigns and built a custom Vite pipeline for Braze content transforms.Built a shared design system reused across client In-App Messaging campaigns.Planned and built modular HTML email content blocks for Gymshark's BAU workflows.	
Rocketseed · email signature software, London (contract)	
<ul style="list-style-type: none">UI consulting and CSS architecture, under NDA.	
FRASER · agency, Berlin (freelance)	
<ul style="list-style-type: none">Built animated HTML5 Google Ads banners for UBS's "A bank like Switzerland" campaign, served to an audience of millions.	

Languages: HTML, CSS, TypeScript, JavaScript, Liquid.
Technologies: React, TanStack Start (Router), Vue, Drupal, Convex, Tailwind CSS, Sass, GSAP, HTML Emails.

Tools: Braze CRM, Vite, Netlify, Vitest, Playwright, Docker, GitHub, GitLab, Jira, Figma, Framer, Phaser, pnpm, ESLint.

Mid-level Frontend Developer

Gumtree South Africa | Full-time

April 2023 – Aug 2024 (1 year 5 months)

Cape Town, South Africa | Hybrid

- Filled the senior frontend role on a team with no designated senior, working directly under the Tech Lead, mentoring the junior developers and contributing to everything from architecture planning to deployment.
- Built a reusable UI Library and Admin Dashboard for Enterprise users (Storybook, React and NextJS).
- Collaborated with the Tech Lead on planning a large-scale frontend modernisation initiative.
- Worked within a complex legacy monolith that demanded strong JavaScript.
- Built features and maintained legacy code (JavaScript, NodeJS, MarkoJS, and Docker).
- Resolved high-priority production issues.

Serving 3-5 million users per month, Gumtree classifieds is one of South Africa's most iconic brands.

Languages: HTML, CSS, JavaScript.

Technologies: React, Next.js, Tailwind CSS, GraphQL, Storybook, Marko.js, Node.js, Playwright.

Tools: Postman, Docker, GitHub, Figma.

Frontend Developer

Struto | Full-time

Apr 2022 – March 2023 (1 year)

Cape Town, South Africa | Hybrid

- Client-facing role spanning R&D through to large-scale project delivery.
- Delivered HubSpot builds for international clients including Silvercloud Health (UK) and Pleo (Denmark).

Headquartered in England, Struto is a HubSpot Elite partner, focusing purely on HubSpot development.

Languages: HTML, CSS, JavaScript.

Technologies: HubSpot, HTML Emails, jQuery, Bootstrap, Bulma.

Tools: Bitbucket, GitHub, Figma.

Frontend Developer

Platinum Seed | Full-time

Oct 2019 – Mar 2022 (2 years 6 months)

Cape Town, South Africa | Hybrid

- Introduced a CSS architecture combining Atomic Design, ITCSS and BEM, which the team carried across projects.
- Sole front-end developer on a team of full-stack developers, responsible for guiding front-end development.
- Collaborated with designers to build Design Systems for client projects.
- Contributed to increased profits, production quality and efficiency during the company's first profitable years.

Clients included BrightPlan, Duram, Verde Hotels, CitiesWithNature and Valentre Institute.

Languages: HTML, CSS, JavaScript.

Technologies: Vue, Nuxt, Wordpress (Headless), Blade (Laravel), Sass, React, Vuetify, GraphQL, Tailwind CSS.

Tools: Webpack, Bitbucket, GitHub, Figma.

Mid-level Frontend Developer

Publicis Groupe | Full-time

Jun 2019 – Oct 2019 (5 months)

Cape Town, South Africa | On-site

- Seconded from Digitas SA to join a cross-agency specialist team assembled for the Distell brand.

Mid-level Frontend Developer

Digitas SA | Full-time

May 2018 – Oct 2019 (1 year 6 months)

Cape Town, South Africa | On-site

- Delivered frontend builds ranging from campaign microsites to larger production projects across major consumer brands.

Digitas SA was ranked in the top 5 digital agencies in South Africa and is a subsidiary of Publicis Groupe. Clients included Engen, Unilever and Distell brands.

Languages: HTML, CSS, JavaScript.

Technologies: Vue, Wordpress (Headless), Blade (Laravel), Sass, Bootstrap, React, GraphQL, Tailwind CSS.
Tools: Webpack, Bitbucket, GitHub, Sketch.

UI Developer
ZaiLab | Full-time

Nov 2015 – Mar 2018 (2 years 5 months)
Cape Town, South Africa | On-site

- Selected to work with the lead designer and lead engineer on a prototype shown to around 230,000 attendees at Enterprise Connect and Customer Contact Week, two of the world’s largest communications expos.
- Led adoption of CSS Grid and Flexbox across the application while browser support was still early.
- Worked in an Agile team on HTML and CSS, coding in parallel with a JavaScript Engineer and consulting for Business Analysts and Designers.
- Partnered with UI Developers to set the CSS architecture standards.
- Part of a squad entrusted with some of ZaiLab’s most valuable features.
- Career-defining: stacks, tooling, designs and roadmaps shifted constantly, and world-class mentorship shaped my craft.

ZaiLab was a SaaS startup building cloud-based contact centre products.

Languages: HTML, CSS, JavaScript, TypeScript.
Technologies: Aurelia.js, Sass.
Tools: Gulp, Bitbucket, GitHub, Illustrator, Photoshop.

Graphic Designer
Various Companies | Full-time

Aug 2006 – Oct 2015 (9 years 3 months)
Durban, South Africa | On-site

My Graphic Design career spanned the Fashion and Printing industries. If you're interested in learning more, please visit my LinkedIn page.

RECENT CERTIFICATIONS

FrontendMasters:	
Intermediate React v5 and v6, React Performance, React and TypeScript v2	2025
JavaScript: The Hard Parts v2, Full Stack for Front-End Engineers v3	2024

HIGHLIGHTED SKILLS

- Frontend:**

HTML, Semantic HTML, CSS, Sass, Tailwind CSS, JavaScript, TypeScript, React, TanStack (Start, Router), Vue, Nuxt, GSAP.
- Frontend Architecture:**

Design Systems, CSS Architecture, Accessibility (WCAG), Performance Optimisation, Responsive Design, Component Libraries.
- Testing:**

Vitest, Playwright, ESLint.
- AI-Native Engineering:**

Agentic workflows, multi-agent orchestration, context engineering, agent governance.