

Mike Foscett

Front-End Developer – problem-solving technologist

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Website: websemantics.uk

Portfolio: websemantics.uk/portfolio

Coding: codepen.io/2kool2/pens/popular

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SUMMARY

Front-End Web Developer with a focus on helping businesses grow through technology.

Produced award-winning tesco.com, an expert at user-centric design, page performance, Standards, Optimisation, Accessibility, Usability, and Inclusion to drive user retention and deliver top-line growth. Experience with major corporate brands (10 years at Tesco in various positions), and public sector (7 years with Becta - British Educational Communications and Technology Agency).

Managed a Tesco front-end coding team in a role involving coding as well as delivering training, mentoring and guidance on front-end technologies to support organisational goals. Highly motivated and flexible, brings excellent communication, stakeholder relationship and organisational skills.

KEY SKILLS

- Web Standards, HTML, CSS, JavaScript (APIs, AJAX, REST, JSON, Vanilla), SVG, XML, ASP, PHP.
- Accessibility (WCAG 2, WAI-ARIA), Inclusion, automated and manual testing (Wave, Axe, Tenon, ARC), Assistive Technologies: Voiceover, JAWS. Across MacOS, iOS, and PC. 18 years experience.
- Performance & Optimisation (WebPagetest, Lighthouse, Pingdom). 14 years experience.
- Geo-location / mapping (Microsoft, Google, Apple, Facebook).
- Usability: User Experience, User Journey, User Acquisition & Retention.
- Interaction: Online video delivery, interactive components, parallax, animations.
- Jamstack: Node, Gulp, SASS, Nunjucks, Eleventy, Git, Netlify [6 months].

EXPERIENCE

Accessibility Consultant (contract)

NOVEMBER 2021 – APRIL 2022

Appraisd.com

Helped Appraisd to begin their journey into meeting WCAG 2.1 AA compliance by compiling a list of issues, along with guidance, for their App developers. Also provided detailed and semantic coding solutions in a pragmatic fashion. (Vue, Vanilla Javascript, HTML 5, CSS, WAI-ARIA)

Front End Developer

MAY 2021 – NOVEMBER 2021

Incentivesmart.com

Helped to bring the Sign-up and Sign-in processes up to date. Taking it from a rather outdated Bootstrap 3 with jQuery (and long load times), up to a modern standard using Bootstrap 5, removing jQuery, post loading assets, dramatically improving Accessibility, UX, error correction, and auto-complete. (Bootstrap 5, vanilla JS, WCAG 2.1, WAI-ARIA, UX, page performance).

Jamstack Training

JAN 2020 – LOCKDOWN

Getting my boots back on. Completed a training course in Jamstack methodologies (Git, Node, SASS, Nunjucks, Eleventy, Netlify). Produced "Bat the Dog" to demonstrate state-of-art: performance, accessibility, and fully optimised SEO. Began work on the pandemic cancelled "That London" which has still to resurface.

Gap Year

AUG 2018 – JAN 2020

Bought a campervan, experienced 10 music festivals, and travelled through France and Spain.

Senior Front-End Developer (contract)

APR 2013 – AUG 2018
Welwyn Garden City

Tesco.com

- Continually improved tesco.com page performances (site structure, navigation, page load time, content handling, accessibility, usability), driving increased customer visits and retention.
 - Developed custom page designs (mobile-first, responsive, animated, parallax) to tight deadlines.
 - Researched peers, benchmarked page performance against best in class sites, prepared presentations for performance and accessibility improvements, secured senior stakeholder buy-in for implementation.
 - Produced Accessible JavaScript widgets. Implemented Omniture Data Layer Analytics.
 - Managed international coding team of 5, conducted regular training and mentoring in new code and apps, hires and trains new developers.
 - Optimised tesco.com to be the fastest performing page in class (283K in 1-second on-load, 1.4Mb total page), used by peers as an example of best practice.
 - Developed Tesco's Store Locator (Tesco's first mobile-first development) and inspirational pages.
 - Used lean coding and site navigation skills to design pages that support sales and marketing by delivering cross-sell opportunities without interfering with user journeys to Grocery assets.
 - Used Accessibility and Usability skills to maximise customer lock-in and drive site traffic to 2 M visits per week.
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Front-End Web Developer (contract)

JAN 2008 – APR 2013
Welwyn Garden City

Tesco.com

- Hired to improve all Tesco online estates with enhanced performance, accessibility and usability.
 - Developed award-winning Tesco homepage and grocery, recognised by RNIB award.
 - Optimised pages improving load-times and increasing efficiency (e.g. compression, post-loading, content re-use).
 - Conducted internal training to drive a culture of accessibility and usability awareness through development teams.
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Accessibility & Web Standards Consultant (contract)

NOV 2003 – JAN 2008
Warwick Science Park

Becta

- Contract extended to deliver training, guidance and mentoring on Accessibility and Web Standards in the education, special needs and local government sectors.
 - Produced high-quality interactive training materials to supplement training seminars and workshops.
 - Maximised presence of Becta's Schools websites across the UK by re-coding and optimising for search and UX.
 - Improved performance and efficiency and cut maintenance costs for 40+ sites by migrating to XHTML and table-less design, and simplifying the CMS(s).
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Web Developer & Inclusion Tester (contract)

NOV 2001–NOV 2003
Warwick Science Park

Becta

- Hired to audit, test and re-build websites with accessibility and usability standards mandated for inclusion into the Governments NGfL (National Grid for Learning).
 - Resolved cross-browser and cross-platform compatibility issues.
 - Redeveloped sites with hand-coded accessible design in (X)HTML, CSS and JavaScript.
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Web Designer & Developer

2001–2002

Wolverhampton

Inco Software Solutions

- Designed and developed web solutions including e-commerce applications running Actinic software.
 - Optimised front-end and campaign landing pages for search engine and placement strategies.
 - Implemented CSS, JavaScript & DHTML methodologies.
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EDUCATION

Interactive Multimedia & Design (PT uncompleted)

1999–2004

University of Wolverhampton

Dip HE Computer Science

1989–1992

University of Wolverhampton