Jacob Herper
Lead Software Engineer

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I am a passionate Software Engineer, specialised in front-end development using React and TypeScript. As an advocate for web performance and accessibility, I craft exceptional web experiences to shape the online world with exhilarating user journeys.

Technical Skills

TypeScript, React, CSS, Styled-Components, Tailwind CSS, HTML, GraphQL, REST API, Xstate, Jest, Vitest, Cypress, Playwright, Docker, MongoDB, node.js, npm, Turborepo, Express, Python, VS Code, Git, GitHub, GitLab, CI/CD, TDD, BDD, Agile, Scrum

Experience

Lead Engineer – Holland & Barrett   Aug 2020 - present

TypeScript, React, Next.js, Redux, Xstate, GraphQL, REST API, Turborepo, Jest, Vitest

- Joined Holland & Barrett as a senior front-end software engineer during a digital transformation journey
- Single-handedly developed several front-end applications to manage customer orders and product subscriptions
- Integrated front-end applications with back-end microservices (mostly RESTful APIs, but also GraphQL)
- Given opportunity to form a new squad focusing on solutions for the contact centre teams across the UK, Benelux and South Africa
- Involved in hiring and onboarding multiple engineers of varying seniority
- Reduced complexity for contact centre staff by building a one-stop solution to manage customer accounts end-to-end
- Demised multiple third-party enterprise solutions, saving the company £1m+ p.a.

Senior Front-End Engineer – Dennis Publishing   Oct 2019 - Aug 2020

JavaScript, React, ES6, GraphQL, Sass, Webpack, Node.js, Express, Apollo GraphQL

- Developed web applications using React, JavaScript (ES6), GraphQL and Sass
- Tech lead for the rebuild of site applications, liaising between engineering and product teams
- Optimised performance and accessibility of React applications
- Contributed to advanced error and bug tracking strategy to increase application reliability
- Improved test coverage by writing unit and integration tests with Jest and Enzyme
- Implemented platform-wide ad injection logic to work within the SSR React application and AMP pages
- Mentored more junior engineers through pair programming, code reviews and 1-on-1s

Front-End Web Developer – Raconteur   Jan 2019 - Oct 2019

TypeScript, React, Gatsby, Next.js, GraphQL, REST API, Styled-Components

- Joined as first JavaScript developer to lead the move away from WordPress-based monolithic architectures to more robust and modern React-based systems
- Developed React web applications using TypeScript, Next.js, Gatsby, GraphQL and Styled-Components with global state management through Context API
- Worked with WordPress as a headless CMS using GraphQL and REST APIs
- Developed B2B web applications for several Fortune 500 clients using vanilla JavaScript (ES6) and React
- Worked on legacy projects using ES5 JavaScript syntax with Gulp as a task runner
- Lead the redevelopment effort of a new website for Raconteur Agency
- Tech lead for several internal platform optimisations and new development projects using React and Gatsby

Front-End Developer – The Specialist Works   Dec 2017 - Jan 2019

JavaScript, PHP, jQuery, React, Sass, WordPress, REST API

- Tech lead in design and development of new website following brand guidelines based on WordPress, PHP, HTML5, CSS and JavaScript
- Orchestrating web development work between London and Atlanta offices
- Collaborating with teams in Beijing, Dublin, New York and Bonn offices to develop custom experiences for clients across the world
- Development of a web application for a contender energy provider in collaboration with TSW Creative for critical campaign launch under time pressure
- Development of PWA (React) for an event with 250+ attendees

Founder, Engineer, Designer – Creativ Agency   May 2018 - Jan 2019

JavaScript, PHP, Sass, HTML, React, Angular, WordPress, Drupal, Shopify, Magento

- Development of web applications for small and medium-sized businesses using JavaScript, React, PHP, Sass, HTML5, WordPress, Drupal and different e-commerce solutions
- Specialised in bespoke client solutions for London-based startups
- Design of digital assets and print products
- Management of freelance and contract engineers for international projects
- Search engine optimisation and search engine marketing

Co-Founder & CTO – Immovato GmbH, Wiesbaden, Germany   Apr 2014 - Aug 2021

Angular, React, Node.js, Express, MongoDB, MySQL, Sass

- Built a web app to revolutionise the real estate sector in Germany
- Developed Immovato from the first concept to release of MVP
- Managed two developers (front-end and back-end) in the development of our application, initially based on Angular (JavaScript) and Laravel (PHP)
- Moved tech stack to MERN (MongoDB, Express.js, React, Node.js) for performance and DX improvements

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Full Stack Developer & UX Designer – Self-Employed   Jan 2009 - Dec 2017

Angular, React, Node.js, Express, MongoDB, MySQL, Sass

- Developed websites and web apps for small to medium-sized businesses using WordPress, PHP, HTML5, CSS3, Sass, JavaScript
- Designed digital and print assets for several clients using Adobe CC (Illustrator, InDesign, Photoshop)
- Managed freelancers for outsourced projects

Group Creative Director – ASA GmbH, Mainz, Germany   Jun 2008 - Oct 2014

PHP, HTML, CSS, JavaScript, MS SQL, MySQL, Sass

- Started working for ASA as a web designer and developer during final years of college, building and maintaining e-commerce websites and product landing pages
- First insights into day-to-day operations of e-commerce business (B2B and B2C)
- Design and conception of new products, packaging, brochures, advertising material
- Design and execution of international trade shows and B2B events
- Led expansion to UK as Managing Director, opened office in Chelmsford, Essex
- Market research and legal compliance analysis for the trade of tobacco products in the United Kingdom, meetings with UK Trade & Investment and HMRC to explore importing of restricted goods
- Built retail business to become highest-grossing of its kind in the UK within 12 months, outperforming competitors in all categories

Education

CS50 – HarvardX (online education programme of Harvard University)   Jul 2020

C, Python, SQL, Algorithms, Data Structures

Full-Stack Open – University of Helsinki (online)   Sep 2019

React, JavaScript, Node.js, Express, GraphQL, Cypress, Jest

Other relevant course work – various online education programmes   2014 - present

Intermediate Python (2020), GraphQL Essentials (2020), Gatsby Static Site Generation (2019), Advanced React (2018), Advanced JavaScript (2018) Intermediate PHP (2015), Front End Web Development (2014)

Languages

English – Fluent
German – Native
Spanish – Conversational
Italian – Basic
Russian – Basic

Personal details and interests

I enjoy cooking fresh meals for my family after a long day of work. Whenever I have the opportunity I enjoy travelling to new places to experience different cultures and widen my own horizon. I also keep up-to-date with the opinions of professionals and my peers in web technologies and UX design through podcasts, conferences and Twitter.