

STEFFAN WILLIAMS

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PROFILE

I help people realise their amazing ideas, products and services. For over eleven years I have designed and developed projects with modular, reusable, tested and maintainable code based on current best practices with regards to web standards and accessibility. My expertise has resulted in products that are loved by millions of users worldwide. More recently I have been focussed on design systems, tooling and prototyping, and implementing them at a large scale.

EXPERIENCE

Deliveroo

2020—Present; Senior Design Technologist; <http://deliveroo.co.uk/>

Booking.com

2016—2020; Senior Front End Developer; <http://booking.com/>

Since 2016, I have been working on the Design Systems team at Booking.com. As the first frontend developer on the team, I was responsible for creating the initial foundations and tooling for the system. By communicating directly with design leadership, and collaborating with designers and engineers across the company, I was able to help establish a common design language, and facilitate the move towards a systems and services mindset.

Over the last three years, this has grown into a large scale design system that can be used across all Booking.com products. My role as senior frontend developer on the Design Systems team means that I am involved in the continued development of the design system, processes, tooling and facilitating the usage across the company. The result of this work has improved the usability and accessibility of [Booking.com](http://booking.com/) products, improving the experience for millions of customers across the world.

Booking.com

2013—14, Front End Developer; <http://booking.com/>

My role as a front-end developer and designer is to conduct A/B experiments to improve the user experience and increase conversion. I am also responsible for client-side performance optimisations, with regards to HTML, CSS and JS. My current priority is creating Design Systems within Booking.com, to help other designers and developers to do their work and bring consistency to the way we use colour, typography and iconography across all of our products.

Prior to Design Systems I was primarily focussed on our mobile platform, where I created a number of very successful experiments. I presented the most successful of these experiments to all client-side developers of The Priceline Group (Kayak, Agoda, Rental Cars, Priceline and Booking.com) who were working on mobile platforms; this talk was to illustrate JavaScript optimisation techniques, highlighting the differences between mobile and desktop platforms. I also created quite a number of unsuccessful experiments, which allowed me to learn more about general design assumptions and the power of A/B testing to be able to question solutions.

Freelance

2008—2016

I've had the privilege of working with some fantastic agencies, start-ups and businesses. Select projects include:

Pure Sports Medicine

2015—2016; <http://www.puresportsmed.com/>

Pure Sports Medicine are a unique team of sport and exercise medicine specialists, dedicated to the prevention, diagnosis, treatment and rehabilitation of injuries and musculoskeletal problems. They have some of the world's top specialists, who have helped athletes, including olympians, with their clinical care. Working with designer Tom Rogers, and agency Made by Cloud, my role involved transforming their original custom CMS into Craft CMS and building the entire front-end. The new site provided them with an uptake in class and event enrolment, and provided them with a platform for sharing their research — a win for both them, their customers and the sports therapy community.

DrugDev Inc.

2014—15; <http://www.drugdev.com/>

DrugDev is an innovative technology company which provides cloud-based solutions to help sponsors, contract research organisations and investigators do more clinical trials together. I provided UX design and development consultation, working with business stakeholders and their in-house engineering team to explore the tools and techniques needed in order to bring a more user-focussed design approach.

Due to the distributed nature of the DrugDev team and its customers, this provided a unique challenge to integrate multiple platforms in a way that allowed users to accomplish their tasks. Significant prototyping was done for all businesses within DrugDev, built on top of a living style guide and component library which I both developed and helped to design alongside their internal design teams.

Fusion

2014; **Human Made**; <http://soccer.fusion.net/>

Fusion.net, which is part of Disney-ABC and Univision is a news, pop culture and satire TV and digital network. They wanted to create a website, designed as a “second screen experience” for the 2014 Brazil World Cup. Working with Human Made, I translated the designs provided by their team into reality, working to a very tight timescale. The site was up and running by early June 2014 in good time for the start of the World Cup matches, and proved to be an incredible success for them and went on to become the basis for an entire redesign of their Soccer Gods online platform.

Eye Magazine

2011; **Made by Cloud**; <http://eyemagazine.com/>

Eye Magazine is an international quarterly review of graphic design for artists and design professionals. Working with agency Made By Cloud, I developed the front-end and the back-end architecture of an Expression Engine CMS based site.

Scholastic UK

2008—2011; <http://scholastic.co.uk/>

Involved in numerous projects, from developing award-winning websites for foreign language learners, fun sites to promote learning for children, teaching resources, an e-commerce platform for purchasing books for both parents and schools to a web application for publishing books.

All of these projects were based on a set of internal frameworks and guidelines, which I developed and helped to design.

EDUCATION

BSc (Hons) Computer Science; Exeter University, 2008

Obtained a scholarship and work placement with software testing company Transition Consulting Limited during my third year.

PERSONAL

FreeAgent Invoices

<http://steff.me/freeagent/clean>

Themes for my accounting software of choice.

Gridinator

<http://gridinator.com/>

A tool to create custom grid-based layouts, with support for fluid, elastic and fixed-width; used in sites such as Canonical and Scholastic UK. The Ubuntu design team [wrote a really nice article about it](#). This project has now been acquired.

Weather Maps

Designed and developed the promotional website, and designed the iOS app which reached #1 in the Weather section of the App Store.

Scribble

<http://steff.me/journal/archiving-scribble/>

To-do list application created during university.

CMD+F

<https://github.com/steffanwilliams/cmd-f/>

JavaScript bookmarklet that brings 'find on page' functionality to Mobile Safari for iOS (updated until this become part of the native browser).

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