

Jamie Reid

Lead Frontend Engineer (React / Next.js) | Contract | Outside IR35

Scotland, UK | Remote

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PROFILE

I've been building frontends for 25+ years (it still doesn't feel like work) – including the last 14 contracting through Tay Digital, remotely and across the UK. React and Next.js are my go-to stack. Current work is the MoneyHelper Pensions Dashboard at MaPS, due to launch in 2027.

I've gone all in on AI-assisted coding, on personal projects and commercial work alike. Experience is what makes it useful – knowing what to ask, what to reject, and how the code should be structured. Ideas that used to take months now ship as working proofs of concept in days.

Frontend is my passion, but I now deliver full-stack apps: TypeScript and Next.js, Postgres, and the CI/CD to ship them. I've also worked as Team Lead, Scrum Master, Delivery Manager and Business Analyst, so even as an individual contributor (IC) I bring a rounded, product-focused approach.

Every contract I've taken has turned into a long-term engagement.

SKILLS

DEV

React | Next.js | SSR | SSG | TypeScript | JavaScript | Git | Tailwind | CSS | Responsive UI | Progressive enhancement | Semantic HTML | ARIA | Screen readers | Figma | Storybook | State management | Forms & validation | REST | Postgres | Stripe | Headless CMS | Monorepo | Playwright | Automated testing | CSP | Analytics | SEO

DELIVERY

Azure DevOps | GitHub | Jira | CI/CD | Vercel | Agile | Sprint planning | Refinement | Retrospectives | Mentoring | Technical leadership | Stakeholder management

AI-NATIVE

Cursor | MCP | Agent skills | Repo rules | Automations | Spec-driven development

EXPERIENCE

Money and Pensions Service - Lead Frontend Engineer (Contract)

Jul 2023 – Present

Remote, UK

- The MoneyHelper Pensions Dashboard (2+ years) – a national service launching in 2027 so people can find and view their pensions in one place. Created the original structure, architecture and features; still pick up spikes, releases and support in a flat team where everyone builds features.
- Started the contract on Pension Wise Digital, an online pensions appointment tool (1 year), then the Pensions Dashboards Programme standards website (3 months), before moving onto the dashboard.
- MoneyHelper Pensions Dashboard and Pension Wise Digital both passed GDS assessment at the first attempt.
- Helped build and maintain the shared UI component library and hooks – and the processes around them – that enabled the migration from WordPress and Ruby to AEM headless, with Next.js, TypeScript and Tailwind in an Nx monorepo. Fully accessible with JS off, and server-side rendered.
- Contributed to the React capability at MaPS, shaping standards and ways of working. Led and joined hackathons with ideas that reached production, including a headless CMS trial now open-source.
- Built local agent skills for user stories, code review, PRs and release notes – improving both speed and quality. Planning a shared repo and MCP for the team at a future hackathon.

Tay Digital - Lead Frontend Engineer

Oct 2010 – Present

Remote, UK

- Own WordPress Buddy and Watchlist Buddy end to end – architecture, development, product UI and support.
- Contract as lead frontend in client squads; the same AI-native loop on products and client repos.
- Freelance WordPress for small businesses grew into WordPress Buddy's subscription model.

Create Future - Engineering Manager / Lead Frontend Engineer (Contract)

Jul 2019 – Jul 2023

Remote, UK

- Joined as a React + TypeScript developer; progressed to Tech Lead, then Engineering Manager, helping build the engineering capability and scale the business from 50 to 250+ people after the pandemic.
- Led the first embedded team at FanDuel – engineering output, agile delivery, stakeholder reporting, line management and mentoring – helping build the client relationship into one that grew to many teams.
- Ran the innovation programme (xLabs), including the company's first graduate programme, and built the onboarding function during that period of high growth.

Aegon UK - Lead Frontend Engineer (Contract)

May 2018 – Jul 2019

Edinburgh, UK

- Implemented business-critical transactional journeys on the UK Customer Portal (KnockoutJS).
- Built a new team through offshore resourcing and UK-based contractors. Promoted best practices, improving code quality and test coverage – which grew confidence in the department's capability.
- Supported management and analysts with solution design and planning.

Edesix - Frontend Engineer (Contract)

Sep 2014 – Apr 2018

Edinburgh, UK

- Designed and built a responsive video manager application (BackboneJS, TypeScript) against existing Java APIs as the sole UI developer, from MVP through several later product extensions.
- Took the product beyond MVP – localisation, permissions, and data visualisation.
- The application's success played a role in Motorola's acquisition of the company.

SELECTED WORK

PRODUCTS

Live products I've built and continue to run end to end, from architecture and design to support.

Watchlist Buddy. Consumer TV/film tracker.
<https://watchlistbuddy.com>

WordPress Buddy. WordPress hosting for small businesses.
<https://buddywp.com>

Snooker Handicaps. League handicap tracker for DASA.
<https://players.dundeesnooker.com>

LABS

Short AI-native experiments using prompting for POC games and apps. Timeboxed WIPs – not finished.

Rainbowslugs (v1 in 10 minutes)
<https://rainbowslugs.vercel.app>

Stick to the Grid (a few hours with my 11-year-old son)
<https://stick-to-the-grid-phi.vercel.app>

TLOU / Escape the Dark (a weekend)
<https://the-last-of-us-escape-the-dark.vercel.app>

RECOMMENDATIONS

I've managed Jamie for 3 years on a large and complex web application. He built most of the UI from scratch. The results have been excellent – meticulous about a pixel-perfect UI, able to deal with vague requirements, and quick to introduce new technologies.

– Hamish Martin, 2018 | Project Lead, Motorola Solutions

Excellent communication and a wealth of knowledge. You can trust him to crack on and know the task is in safe hands. Client-facing as a developer – talking directly to clients in clear language, taking them through complex problems and offering tangible solutions.

– Jason Wagner, 2023 | Ping Creates