CHRISTOPHER MENDES

Senior Front-End Engineer | React, Next.js, TypeScript

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SUMMARY

Senior front-end engineer with 16+ years of commercial experience with a track record of improving critical user journeys, architecting for the long-term and driving engineering quality. Consistently operating beyond just delivery, I've introduced technology stacks at company level, engaged directly with stakeholders, and founded my own software product alongside my engineering career.

SKILLS

Core: React, Next.js, TypeScript, JavaScript **Front-end:** HTML, CSS, Tailwind, Storybook, React Native

Integration: Node.js, REST APIs, Postgres, SQL, Supabase, Expo, Vercel, Stripe **CMS:** Sanity, Prismic

Testing: Jest, React Testing Library, Playwright **Workflow:** PostHog, Figma, Git, Agile, Scrum, Claude Code

EXPERIENCE

Senior Front-End Engineer Voy

May 2026 - Present

- Delivering core membership renewal and retention journeys for a high-traffic React Native digital health app and storefront, owning conversion-critical screens within new flows to retain users.
- Building reusable front-end foundations that raise quality beyond individual features, contributing components and patterns adopted across the codebase and proposed for the shared design system.
- Partnering closely with Product to design and run rapid A/B experiments, shipping short-lived variants behind feature flags, measuring their impact on conversion and iterating on the winning approach.
- Working across React Native and React/Next.js, integrating live data, pricing and analytics into user flows while coordinating delivery within a cross-functional team on a fast-moving codebase.

Front-End Engineer Pharmacy2U

Sep 2024 - Feb 2026

- Led front-end engineering for a major NHS Login integration, presenting work-in-progress directly to an NHS partnership team to secure approval.
- Improved form usability by introducing submit-driven validation across complex registration flows, balancing better error visibility with legacy compatibility and shared component architecture.
- Investigated and resolved customer-facing UX defects across stateful multi-step journeys, including navigation, dynamic form state and mobile usability issues.
- Improved front-end performance, accessibility and product quality across a high-traffic healthcare platform.
- Contributed to team effectiveness beyond delivery — formally presenting major features to the wider frontend team, mentoring junior developers, and advocating for improved ways of working including retrospectives, clearer code review standards and more localised tech debt management.

Consultant / Senior Full-Stack Engineer (Freelance) **The Actor's Lounge**

Apr 2024 - Aug 2024

- Took full ownership and delivered new digital infrastructure for this growing acting school, bringing both technical and product instincts to a business I know intimately as an actor and regular participant.
- Designed and built a bespoke React/Next.js website with a headless CMS (Sanity), Supabase/Postgres, Stripe subscription flows, Mailjet transactional emails and Pipedrive CRM integration.
- Transformed operations end-to-end — replacing manual bank transfers, Gmail emails and spreadsheet admin with fully automated subscription billing, transactional emails and CRM updates.
- Extended the engagement beyond engineering — advising on brand identity, social media strategy and digital marketing — acting as a trusted business partner rather than a purely technical resource.

Senior Front-End Engineer **Crezco**

May 2023 - Feb 2024

- Improved the KYC onboarding journey for an open banking fintech platform, reducing friction in a trust-sensitive flow where clarity and completion rates mattered commercially.
- Delivered Xero invoice and contact import functionality, enabling users to bring existing business data into the platform and reducing manual re-entry across day-to-day finance workflows.
- Built features in React/Next.js and TypeScript against a .NET back end, working across REST APIs and OpenAPI contracts where integration quality and data accuracy were critical.

Principal Front-End Engineer **Adzooma**

Feb 2021 - Feb 2023

- Architected and delivered the company's core sign-up and conversion platform — a CMS-driven system enabling marketing teams to launch variable-step, sub-branded registration flows across different channels and customer segments without engineering intervention.
- Introduced Next.js and Prismic as the technical foundation, leading a junior developer through delivery while maintaining the existing WordPress/PHP presence in parallel.
- Worked closely with leadership and marketing stakeholders to align the platform architecture with commercial priorities, balancing flexibility, maintainability and conversion performance.

Lead Full-Stack Engineer (Freelance) **McLaren Construction**

May 2021 - Mar 2022

- Took full technical ownership of a greenfield website rebuild for a major UK construction company — technology selection, solution architecture and delivery alongside a Product Owner and Web Designer.
- Delivered a modern React/Next.js and Prismic architecture giving the marketing team direct content autonomy and ability to launch branded microsites — eliminating reliance on a third-party agency.
- Authored a formal technical plan presented to non-technical leadership for approval, and a comprehensive website handbook at handover — giving the business full operational independence without ongoing engineering dependency.

Founder & Engineer **PlayerSync**

2026 - Present

- Sole owner across product design, engineering and go-to-market strategy — building a React Native sports technology app targeting commercial launch.

PREVIOUS EXPERIENCE

Senior Front-End Developer (Contract) at Phantom Studios (2020–21), Saga (2018–19), AIG Life (2017), Tag Worldwide (2016), Surfdome (2015), AKQA (2014) and Capablue (2014). Full-Stack Developer at DNX Marketing (2012–14) and Fingo Marketing (2010–12). Junior Web Developer at Music Talents Ltd (2006-2008) and Sounds Musical Ltd (2005-2006).

EDUCATION

2008 - 2010 **PgD Advanced Software Engineering** **King's College London**

2004 - 2008 **BSc Computer Visualisation and Games (2:1)** **London Metropolitan University**