Dan Pudsey
Front end developer & designer
danpudsey.com
dan@danpudsey.com

Flat 2, 57 - 59 Navarino Road,
Hackney, London. E8 1AG
079709 43399

Tl;dr
I am looking out for a London-based, design-led company to help bridge the gap between UX, design, animation / motion and development.

About me
Excitable, interested, out-going g33k. Self taught coder & designer.

I love travel, cinema, live music, hallowe'en & could fancy dress myself out of a paper bag.

I'm currently running a supper club, reading a book about the human condition and creating a website called "What's in Space?"

Education
UWE.
2005 - 2008.
BSc, Creative Product Design

Development
- Next.js
- Typescript
- SCSS
- Claude Code & MCP
- Webpack
- Astro
- Cypress
- Storybook
- Angular
- Vue
- React Native

Design
- Figma
- Adobe CC
- Affinity

Testing
Jest & Cypress

CMS experience
Wordpress, Sanity, Contenful, Storyblok, Sitecore, Episerver, AEM, Umbraco, Drupal

Google Marketing Platform
GA4, Search Console, Tag Manager

Other
Piano, Atlassian, Gitlab, GitHub

Designer and web developer.
Turtle Lasagne. Design agency.
November 2025 - Present

Partnering with SMEs to develop and refine brand identities, translate strategy into high-quality digital and print design, and deliver scalable CMS-powered websites.

Co-Founder (and chef, bartender, waiter and marketing).
Ten Thousand Tonnes of Tacos. Supper club.
August 2023 - Present

I co-run a London-based supper club with my partner. We host themed, seven-course dinners for 15–20 paying guests, including a welcome drink and three cocktail pairings. We've hosted five events to date. Photos: @ten_thousand_tonnes_of_tacos

Lead front end developer and digital designer.
New Scientist. Publisher.
March 2021- November 2025

Led UX, UI, and front-end development for newscientist.com, designing the flagship mobile and tablet apps and creating a scalable Figma design system with React components and JavaScript libraries.

Delivered multiple additional websites and applications, including Academy and CoLab, implementing digital design processes and documentation standards while managing internal and external stakeholders.

Managed and mentored two front-end developers across mobile and web development projects.

Senior front end developer > Head of UI development.
Rufus Leonard. Design agency.
September 2018 - March 2021

Hands-on React development and also leading a team of 8 front end developers on an enterprise-level project for The Social Hub.

Also led JAMStack projects using Next.js, Typescript, Storybook, Netlify, Contentful, Storyblok, Cypress, React Native and Vue.js.

Front end developer.
Dyson. eCommerce.
August 2017 - September 2018

A mix of BAU work on the main Dyson website & developed a new site for the James Dyson Foundation. Both are built on AEM. Using HTML (HTL), SCSS, JS, jQuery, Vue.js, KnockoutJS, Agile, Atlassian toolset, Docker & Jenkins. I also performed user testing to create usability, accessibility and user experience reports to enhance the user journey.

General manager.
Durty Gurties Dining Room. Pop-up restaurant.
October 2015 - May 2017.

Set up and ran a series of four 80 to 200 person sold out 4 course dinners and party events. Video: Kings Weston House

UX&D recruitment consultant.
Cadence resourcing. Recruitment agency.
April 2010 - June 2013

Bar manager > Assistant manager.
Las Iguanas. Restaurant. April 2006 - April 2010.

Managed 20 staff in a busy Latin American restaurant.