

# John Jost / thejspro.com

## Principal Frontend Engineer.

London-based frontend and UI specialist with over 20 years of experience delivering premium digital products. Focused on code quality, accessibility, performance, and consistency, with extensive knowledge of the GOV.UK Design System.

Working at the intersection of UX, design and engineering, I specialise in Frontend Architecture and Design Systems for performance-critical applications, delivering scalable and inclusive experiences for high-traffic platforms. Operating both hands-on and at an architectural level, I lead teams that ship high-quality products for global audiences and clients.

## Contact information

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## Recent work

### F1 Design System.

As a Principal UI Engineer for Formula 1, I led the development of their new Design System to support a globally scaled, high-traffic platform. Executed the full migration from a legacy platform to Next.js, providing continuity and practical architectural direction throughout the transformation. I was the primary technical authority for the frontend architecture, resolving ambiguity in design outputs, standardising UI behaviour, and improving performance, accessibility, and overall developer experience.

# Core focus areas

## **Design Systems & UI architecture.**

Architecture, scaling, best practices, governance and education (Atomic Design, Storybook, Design Tokens). Ensuring omni-channel consistency, reuse and cross-team alignment.

## **AI-assisted development with strict quality control.**

Leveraging tools like GitHub Copilot to improve velocity while enforcing high standards for accuracy, maintainability, and security. Defining guardrails and review practices to prevent low-quality or unverified AI-generated output.

## **At-scale refactoring & legacy codebase transformation.**

Digital transformation, including migrating legacy technology stacks and improving system structure, reliability, and overall performance through large-scale refactoring.

## **Engineering standards & code quality control.**

Establishing coding standards and best practices, reviews, static analysis, tooling.

## **Product development & delivery.**

Contributing to product direction through technical insight, rapid prototyping and close collaboration with design and business stakeholders.

## **User interface engineering and UX collaboration.**

Implementing modular design patterns, interface composability, accessibility (a11y), web performance analysis and optimisation.

## **Frontend tooling, frameworks and architecture.**

Server-side and client-side application design and development using React, Vue, (Next.js, Nuxt, Remix) and other frameworks, with emphasis on robust architecture, performance and long-term product support.

## **Technical leadership & mentoring.**

Stakeholder management and communication. Leading teams to deliver high-quality solutions, fostering a culture of excellence and collaboration.

## **Technical Project Management & delivery.**

Agile, Scrum, Kanban (Jira, Confluence), project planning, estimation, risk management.

## **Process definition & implementation.**

SDLC documentation, team onboarding, knowledge sharing, training and workshops.

# Tools & technologies

## AI-assisted development (AIAD)

Code analysis and refactoring with GitHub Copilot, Codeium, MCP UI, AI-assisted code review, refactoring, testing, debugging and documentation.

## Modern / legacy frontend frameworks

React, Vue 2 + 3, TypeScript, vanilla JavaScript (ES6+)

## Design systems, UI composability

Figma → Supernova → Storybook, component libraries

## Full-stack, API design & server-side

Node.js, Express, Next.js, Nuxt, server actions, API routes, REST, tRPC, GraphQL

## Headless CMS / e-commerce

Contentful, Sanity, Payload, Strapi, Shopify

## Accessibility

WCAG 2.2, ARIA, a11y best practices

## Platform

HTML5, Web APIs, DOM

## CSS & styling

Design Tokens, CSS, SASS, LESS, Tailwind, responsive design, animation

## Rendering patterns

CSR, SPA, SSR, SSG, ISR, PWA

## State management

Redux Toolkit, Zustand, Context API, TanStack Query

## Data layer

Prisma, Drizzle, PostgreSQL, MySQL, MongoDB

## Realtime

WebSockets, Socket.IO

## Authentication

OAuth2, JWT, Auth0, Clerk, Better Auth

## Testing strategy

TDD, BDD, unit, integration and E2E testing, Jest, Vitest, Testing Library, Playwright, Cypress

## Analytics & experimentation

Google Analytics, Google Tag Manager, A/B testing, personalisation

# Other projects

## **F1 Design System.**

2026 | Digitas UK

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## **Toolstation.**

2023 | Travis Perkins plc

As a Solution Architect, I was responsible for the day-to-day design, implementation, and technical delivery of a large-scale server-side rendered e-commerce platform for one of the largest retailers in the UK. The platform was built with Nuxt.js and Vue 3, and included a migration from a legacy Vue 2 architecture to a modernised frontend stack. I worked closely with the CTO and Head of Digital to define the technical strategy for the project, and provided hands-on support to the development team throughout the delivery process.

## **Lloyds Bank.**

2022 | Lloyds Banking Group

At Lloyds Bank I worked extensively with React.js on the technical delivery of the Strong Customer Authentication project, introducing additional multi-factor authentication screens to existing user login journeys. This involved implementing new React UI components for each 2FA method, including app verification, card reader verification, SMS code verification and phone call verification, consuming method-specific APIs and integrating them into the existing SPA.

## **Government client.**

2022 Valtech

Coming from a design background, I enjoy working closely with UX teams to ensure the final product is a joy to use. At Valtech, I worked closely with the Lead UX Designer to create a highly interactive proof of concept for a public sector client. The prototype was built using React with styled components, and most of the components I created were production-ready and reused in the final application build.

## **NHS.**

2021 Deloitte Digital

At Deloitte Digital I was Technical Lead for the NHS / GOV.UK Coronavirus Testing website, working extensively with Vue.js. My role centred around managing a cross-border team of developers delivering rapid response during the COVID-19 crisis. It was one of the fastest-paced roles of my career, and helped millions of people access coronavirus tests 24/7 on web and mobile.

## **Nissan USA.**

2020 Publicis Sapient

Nissan launched the Ariya, a new electric crossover vehicle and successor to the Leaf EV, and needed a cutting-edge visual experience to showcase the vehicle to customers. Together with teams across the globe, I helped shape and craft an interactive 3D React vehicle brochure site, primarily overseeing the implementation of CSS animations across components to strict motion design requirements.

## **Calvin Klein.**

2020 Red Apple Creative

Calvin Klein's brand identity is rooted in pop culture, particularly its youth-oriented CK One fragrance. The brand enlisted 11 everyday young adults across the USA — from Mexican immigrants to indigenous natives — in a

new campaign which amplifies each distinct voice as they broadcast their own experiences, perspectives and hopes for the future. An integral part of the campaign is the collaborative Spotify playlist app, which I hand-built to help the brand create a space to share collective hopes for the future.

## **Nissan USA.**

2020 Sapient

Having gained significant experience with the bespoke Nissan web platform, I provided core support to teams from London, Latin America and Asia, helping shape features for the manufacturer's online presence. Working closely with the end client, Director of Technology and Technical Product and Experience Lead, I was responsible for translating business requirements into solution design and technical implementation.

## **Formula 1.**

2019 Digitas UK

The FIA Formula 1 Championship is one of the most recognisable competitions in the world. After over 20 years, Formula 1 revealed a refreshed visual identity, and I was part of the team responsible for bringing the new design to fans across the globe. My work involved planning the delivery strategy alongside the Tech Director and providing hands-on support to the team.

## **Nissan-Renault.**

2017 Digitas LBI

Renault and Nissan Alliance appointed Digitas LBI to handle their €50m global portfolio of websites, elevating brand presence and consumer experience worldwide. I joined DLBI as a Lead Interface Developer in the Release Preparation team, where I was responsible for maintaining consistently high code quality across the platform, before being selected as Lead ID for the launch of the new global identity for Dacia.

## **Sport England.**

2015 FCB Inferno

FCB Inferno brought me on board to develop a mobile-first web app for the nationwide This Girl Can campaign. Built primarily with Backbone.js, the app used HTML5 Canvas APIs for dynamic image generation on the client and hardware-accelerated CSS3 transitions to provide users with a native-like experience.

## **adidas.**

2015 Monterosa

To celebrate Rugby World Cup 2015, Adidas AG teamed up with Monterosa to create the Adidas XV Challenge — a rugby card game for fans. Built with Backbone.js on top of Express.js / Node.js, the app recreated the experience of classic card games directly on users' phones.

## **Bristol Myers Squibb.**

2015 Tag Worldwide

As a senior frontend developer at TAG Worldwide I was responsible for authoring a node.js / PhantomJS based automation framework for on-demand deployment of multi-lingual iOS applications for Bristol-Myers Squibb - one of America's biggest pharmaceutical companies.

## **McDonald's.**

2015 The Marketing Store

McDonald's Monopoly is one of the UK's biggest and longest-running online promotions. Customers could play on the go using optimised mobile and tablet versions, and track prizes through an interactive location map using real-time data.

## **Dishoom.**

2014 Clubhouse Studios

This small but rather mighty creative studio based in Shoreditch needed a hand to complete a brand new website for a chain of premium Indian restaurants in London. The website won the Awwwards Site of the Day prize.

### **BMW Group.**

2014 iris worldwide

At Iris I worked as lead developer on a series of projects for the BMW Group / MINI, most notably a web-based car chooser for customer retention and a Christmas Special mobile website.

### **Multiple brands.**

2013 Outside Line

I was initially hired by Outside Line to work for brands including Kellogg's, Arla Foods and Rekorderlig on a series of campaigns, which eventually led to more work for Saatchi & Saatchi.

### **NatWest.**

2013 Reward

At Reward I was in charge of a complete overhaul of NatWest's Cashback Plus website. I was involved in all phases of the project, initially working closely with the Sapient Nitro design team and UX experts from Somo on the mobile-first prototype, before coordinating a team of developers to ensure smooth delivery.

### **Multiple brands.**

2013 Saatchi & Saatchi

I joined Saatchi & Saatchi when Publicis Groupe acquired Outside Line, working on a variety of projects ranging from standalone websites to landing pages and Facebook applications across high-profile clients.