

ALEX MORETON

Senior Frontend Engineer | React | Node | Cloud

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Right to work Full right to work in the United Kingdom. BPSS screened, previously SC cleared.

PROFILE

Senior Frontend Engineer with 14 years of experience delivering production software across enterprise, agency, and startup environments, frontend-weighted throughout. I'm driven by making ideas a reality, and these days that means being brought into senior engagements to own architecture and delivery from day one, stepping into complex domains to set technical direction. My expertise spans the entire stack, from React and TypeScript on the frontend, to Node and Postgres, down to AWS, Kubernetes, and Terraform infrastructure. I pride myself on leaving teams stronger than I found them: mentoring engineers to independent ownership, streamlining deployments, and establishing engineering standards that have cut QA bug reports by 35%.

EXPERIENCE

Polykinesis Ltd

November 2025 – present · Independent engineering consultancy

Technical leadership, systems architecture and engineering standards, delivered through my own limited company, outside IR35. Client engagements from November 2025 to April 2026, and my own product work since. Open to permanent roles as well as further contract engagements.

Senior Frontend Engineer · Polykinesis Ltd

April 2026 – present · own product development, a deliberate build period between engagements

- Built an AI customer-support widget on Cloudflare's developer platform, using a Durable Object per conversation to drive the streaming reply loop. It answers user queries from a given site's own docs with cited sources, and hands off to a human when confidence is low rather than guessing. (github.com/lxm7/cf-chat)
- Built and self-provisioned a two-tier reference platform behind decentralizard.com. Tier one: a Dockerised Next.js content site on a low-cost ARM VPS behind a Cloudflare Tunnel, so there's no open port or public IP anywhere in the setup, with zero-downtime blue-green releases. Tier two: a Terraform-provisioned EKS cluster, created on demand and destroyed after use so nothing idle stays billed. At this scale the saving is small; the pattern is the same one that keeps a real platform's bill down. (gitlab.com/lxm7/decentralizard)

Stack Terraform, Kubernetes and EKS, Docker, Cloudflare (DO,R2, KV, Hyperdrive, AI Search, Workers), SST, Next.js, PayloadCMS, PostgreSQL, Zustand, Jest.

Senior Frontend Engineer (Contract) · MandM · via Polykinesis Ltd

January 2026 – April 2026 · Checkout and Browse · off-price fashion retailer, 3m+ customers across 25+ European markets

- Took sole ownership of SEO and analytics instrumentation on the Browse team, through extensive custom Google Tag Manager tagging and the CMS content sitting behind it.
- Owned tickets end to end, from development through test and staging release to handover, including provisioning the right data mirrors. That meant working across the internationalisation, SEO, Browse, Checkout and SysAdmin teams, and sourcing content through Contentstack, our headless CMS. The platform launched in the Netherlands while I was there.
- Put two independent payment providers behind a single BFF inside a Next.js app, then built a unified API at that layer so Adyen and Klarna errors reached the client in one shape instead of two. The client stopped needing to know which provider it was talking to.
- Kept cardholder data out of application scope. Card entry stayed inside Adyen's and Klarna's own components, so our services handled only session IDs, payment references and tokens. No card number ever reached our code or our logs.
- Wrote the team's first onboarding process, because there was not one. I also made the case for Mac tooling, which took at least a week off the time a new starter needed before they were useful.

Stack TypeScript, Next.js, React, Turborepo, Vanilla Extract, Orval, Zod, Jest, GitLab CI.

Senior Frontend / Full-Stack Engineer (Contract) · TLA · via Polykinesis Ltd

November 2025 – January 2026 · internal sales-leads CRM

- Held joint technical authority with the Head of Development. Two of us set the technical direction for the platform.
- Chose and then defended the decisions the team built on: Fastify on the backend, Azure Container Apps for hosting, Shadcn and Base UI on the frontend, a custom OpenTelemetry setup for tracing, Playwright for end-to-end coverage, and curated Claude contexts as part of the standard tooling.
- The CRM lifted new-client retention for the sales team by 15%, and cut the roughly 10 hours a week each salesperson had been spending on manual lead tracking.

SELECTED PRIOR ENGAGEMENTS

Senior Frontend / Product Developer · Wyser AI

May 2025 – October 2025

- Owned two products outright: Wyser Assist, the main web client, and the Wyser Chrome Audio Recorder.
- Refactored Wyser Assist onto modern foundations. TanStack Query and Zustand for state, Storybook for the component layer, accessibility brought up to standard, and a custom integration that gave users their Teams voice recordings through OneDrive.
- Ran the OAuth setup, using Auth0 and OIDC, and the application deployments on Azure Kubernetes, with the infrastructure managed in Terraform.
- Was the sole R&D voice on a universal call-recording tool. The research pointed clearly at an Electron desktop app, since that was the only reliable way to capture background audio on the clients' Windows machines. The business went the other way, so I delivered a Chrome extension as the interim and stayed straight with everyone about what it could and could not do.
- Demoed the tool to Citizens Advice clients myself, explaining the technical trade-offs and the delivery milestones in plain terms. It went on to be adopted across the Scotland and Somerset regional offices and AdviceUK.

Independent and Project Work · South East Asia

July 2024 – March 2025

Nine months based in South East Asia, working remotely across a friend's early-stage platform and two projects of my own.

- **Bubbleverse.** Led the frontend for an NDA-covered discussion platform. Moved it off a client-rendered React SPA and onto Next.js, with route-based code splitting, lazy-loaded chunks and image optimisation. The heaviest page, a topic view carrying D3 charts, live user counts and forum thumbnails, loaded up to 66% faster. I also rebuilt the CI pipeline in GitHub Actions, caching node_modules and the Next.js build cache against the lockfile hash, which roughly halved average build time. Shaped the UX directly with the backend team and the director.
- **Decentralizard.** Built the content platform that the infrastructure work above now runs on. React, D3, Next.js and PayloadCMS on the front, a Python content scraper and generator behind it, and schema design and query tuning in Supabase.

React and JavaScript Developer · The Virtual Forge

November 2022 – June 2024 · clients: Jaguar Land Rover, Ford

- Sole developer on a large Jaguar Land Rover training portal for long stretches, taking features from ticket through data flow and UI to release. Shipped new work while keeping legacy components stable against an API that kept changing underneath them.
- Unified several one-off search inputs into a single generic component library used across the portal, and moved state management onto Redux Toolkit as part of the same pass.
- Built a recursive, nested-table view of stores, departments and dealers worldwide, on top of a .NET backend whose deep query took around ten seconds to answer. I moved the data flow onto WebSockets with client-side caching, so the interface stayed usable while the backend caught up.
- Standardised frontend practice and acceptance criteria across the work, which brought QA bug reports down by 35%. Collaborated remotely with a development team in Portugal on API integration and refactoring.
- Noticed that frontend was not represented in sprint planning at all, which is why the FE workstream was running roughly three times behind. I raised it directly, and got both myself and my manager into planning sessions from then on.

Senior Software Developer · Taptrip, now TripStax

August 2020 – October 2021

- Led a frontend team of four on an almost entirely greenfield set of UIs for a travel booking platform, built on Next.js and GraphQL.
- Introduced Storybook and TypeScript and got them adopted across the team. Mentored the junior developers, put coding standards in place, and started a weekly team catch-up that kept sprint goals on track ahead of stakeholder reviews.
- Ran the large-scale refactors and presented to stakeholders.

Software Developer (Contract) · Sky Betting and Gaming

September 2017 – December 2018 · SC cleared at the time

- Built a React and Redux time-based game platform, then an internal games-management dashboard on top of GraphQL's introspection layer.
- Introduced memoisation of state-derived props using Reselect, which cut out the unnecessary re-renders.

EARLIER ROLES

Senior React Developer, Ayup Digital (Jun to Aug 2022, Contract), upgrading UK council websites to WCAG standards and folding legacy RxJS and REST services into modern React components. · Senior React Developer, Zap-Map / Next Green Car (Apr to Jun 2022, Contract), where I mentored a junior who was promoted to mid-level inside two months. · Senior Applications Developer, Alcumus (May to Jul 2020). · React Developer, The Virtual Forge (Nov 2019 to Mar 2020, Contract). · React and Full-Stack Developer, Moneyhub

(Mar to Jul 2019, Contract), building a pensions forecast UI in React and Node with Open Banking API integration. · Software Developer, Mantic Point (2017). · UI JavaScript Developer, Branded3, now Edit (2015 to 2017). · Web and Front-End Developer at AgencyMobile, Incentivated and Fiasco Design (2012 to 2015).

One career break, October 2021 to February 2022, also spent in South East Asia.

TECHNICAL SKILLS

Cloud and infrastructure AWS (SST, EKS, S3, CloudFront, DynamoDB, API Gateway), Azure (Container Apps, AKS), Kubernetes, Terraform, Docker, Cloudflare (Tunnel, R2, DO, AI Search, Queue, Hyperdrive, Workers), Oracle OCI Ampere. CI/CD with GitHub Actions, GitLab CI. Blue-green and zero-downtime release patterns.

Architecture and backend Node.js and Fastify, REST and GraphQL API design, BFF and integration layers, microservices, PostgreSQL and Supabase, MongoDB, DynamoDB, Prisma, Zod, Orval, some Python.

Observability and quality OpenTelemetry, Playwright, Jest, React Testing Library, Storybook, Maestro, WCAG accessibility.

Frontend React 19+, TypeScript, Next.js, React Native and Expo, Tailwind, Redux Toolkit and RTK Query, TanStack Query, Zustand, Shadcn, Base UI, D3.

Security and auth Auth0 and OIDC, OAuth, zero-trust ingress, Open Banking APIs. PCI DSS scope reduction through provider-hosted payment components.

AI-assisted engineering A daily agentic development workflow built on curated context files, MCP servers, plugins and custom skills, carried into client delivery rather than kept as a side experiment.

CLEARANCES AND RIGHT TO WORK

- BPSS screened to BPSS v7.0 (June 2024) through Wyser, completed June 2025. Basic DBS clear, identity and right to work verified through a DIATF-certified provider. Full pack available to a vetting officer on request.
- SC clearance held at Sky Betting and Gaming, 2017 to 2018. Lapsed, and re-applicable on client or employer sponsorship.

EDUCATION

Waterdale Doncaster College (2004 – 2006), 3 A-levels, grades A – C (Sociology, English, Geography). · High Melton Doncaster College (2003 – 2004), Music Performance Level 1. · Hayfield Comprehensive School (1998 – 2003), 9 GCSEs, grades A* – C.

HOBBIES AND INTERESTS

Writing and producing music, reading books.

References available on request.