

# Bastien Schaeffer

## Senior Frontend Engineer (React / Next.js / Typescript)

20 years of frontend experience · 9+ years with React

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## PROFILE

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Senior Frontend Engineer with 20 years of experience building and scaling complex, high-traffic web applications, including 9+ years with React. Committed to delivering resilient, high-quality code through a comprehensive testing mindset (Unit, Integration, E2E) and proactive contribution to architectural decisions.

Strong background in business-critical products, working closely with product, design, and backend teams in fast-paced environments.

## TECHNICAL SKILLS

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- **Frontend:** React, Next.js, TypeScript, CSS Modules, HTML5/CSS3
- **State & Data:** Apollo Client (GraphQL), Redux, Zustand, REST APIs
- **UI & Components:** Radix, React Hook Form, Zod, Responsive Design
- **Testing & Quality:** Jest, React Testing Library, Cypress, Playwright, E2E testing
- **Content:** Sanity CMS, Contentful, Headless CMS architecture
- **Backend:** Node.js, NestJS, Express, NATS, Microservices
- **Platform & Tooling:** Source control, package publishing (NPM), feature flagging, analytics and tracking

## EXPERIENCE

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### PrimaryBid | Senior React Engineer (Remote)

May 2020 - Current

Joined a fast-growing fintech to mature the product ecosystem during a period of hyper-growth, contributing to the transition of multiple high-traffic public-facing and internal applications into a robust, unified architecture.

- Delivered the first major Next.js application for the **Deliveroo IPO campaign (50,000+ registrations, £50M invested)**, contributing to the company securing a **\$190M Series C**.
- Implemented the migration from Vue to React/Next.js, helping establish frontend standards (**React, CSS Modules, Apollo Client, Jest, Cypress**) and ensuring **E2E test coverage for all mission-critical features**.
- Led the migration from static JSON-driven pages to a **scalable headless CMS (Sanity)**, enabling **faster campaign creation and multi-language support**.
- Owned the development of the **company's marketing website** using **Next.js and Sanity**, delivering a responsive, multi-language site with flexible content editing.
- Built and maintained **internal component libraries** (Radix, React Hook Form, Zod) that improved **UI consistency** and accelerated **form-heavy development**.
- Expanded into **full-stack development**, contributing to **NestJS microservices** and **event-driven systems (NATS)**.
- Drove code quality through rigorous MR reviews and technical docs to ensure high standards and consistency.

## Trainline | React Engineer (Contractor)

May 2019 - Mar. 2020

Tasked with streamlining cross-platform data collection and analytics for one of Europe's leading rail booking platforms to improve business intelligence.

- Implemented a new company-wide tracking strategy using Google Tag Manager APIs.
- Designed and shipped a **private, versioned NPM package** to standardize analytics.
- Integrated analytics at Redux middleware level, improving data reliability and observability.
- Reduced tracking and analytics costs by **approximately 20%**.

## Swirb | React Engineer (Contractor)

Mar. 2019 - May 2019

Stepped in as the lead UI contributor to modernize the platform's architecture and elevate the user experience to a competitive industry standard.

- Re-architected the React application by separating concerns and establishing component patterns, improving maintainability and development velocity.
- Implemented secure backend endpoints (Express, JWT) to support user authentication and reporting features.
- Delivered custom data visualizations and UX improvements that enhanced user engagement with search behavior insights.

## Amido | React Engineer (Contractor)

Sept. 2018 - Feb. 2019

Joined to digitize and scale the monitoring of PRS music licensing fees, replacing manual workflows with a high-performance automated system.

- Developed complex multi-step form flows to track song broadcasts, integrating with backend services to enable on-demand Excel financial report generation.
- Improved Jest coverage from 30% to 85% and **implemented a robust E2E testing strategy (WebdriverIO) to ensure zero-regression deployments.**

## Eurostar | React Engineer (Contractor)

Dec. 2016 - Aug. 2018

Supported the scaling of Eurostar's primary ticket booking platform as part of a broader digital transformation.

- Implemented international payment methods, single sign-on, and OAuth-based authentication.
- Integrated multiple payment solutions including Apple Pay, iDeal, and vouchers.
- Expanded automated test coverage and introduced feature-flag-driven delivery.

## Earlier experience | Frontend Developer / Contractor

2006 - 2016

Built responsive, mobile-first applications and marketing sites for global clients including Saatchi & Saatchi, William Hill, Macmillan Education, VCCP, Bwin.

Gained foundational expertise in early frontend stacks (Backbone, Marionette, jQuery) and progressive enhancement working in agency and product environments.

## EDUCATION

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### École Supérieure des Technologies Électronique et Informatique, Bordeaux, France

- Postgraduate Diploma in Web Development (2004 - 2006)
- Bachelor's Degree in Web Development and Computer Graphics (2002 - 2004)