

Bastien Schaeffer

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

20 years of frontend experience · 9+ years with React

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PROFILE

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

- **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

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

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)