

Matt Crouch

Senior Frontend Engineer

About

Senior frontend engineer with over a decade of experience building and scaling user-facing web applications. I combine deep product context with experience across frontend architecture, developer experience and cross-squad technical leadership.

I work best at the intersection of product and engineering — translating ambiguous requirements into well-considered solutions, keeping the user's perspective central, and helping teams move faster by improving their foundations.

Experience

Senior Software Engineer at Vidsy

March 2018 to Present

- Led frontend delivery of complex, user-facing features across a platform of 40,000 creators and 500+ multinational brands including PepsiCo, L'Oréal and TikTok
- Championed frontend architecture improvements and technical debt resolution, establishing a pragmatic process for prioritisation across the team
- Designed, implemented and maintained a reusable component library, improving consistency and developer experience across multiple platforms — foundations that have since supported AI-assisted feature development
- Contributed to team-wide engineering forums, helping to shape standards, evaluate new tooling and drive architectural decisions across the platform
- Mentored engineers across squads through pairing, code review and frontend guild participation, raising the team's collective frontend capability

Recent projects

- **Creator Data** - Led frontend delivery across two squads over four months, aligning on API design while navigating shifting requirements — capturing 20 new data points per creator across 40,000 profiles and laying the foundation for automated brief-to-creator matching
- **Canvas performance** - Identified unoptimised asset handling and worked with backend engineers to deliver adaptive asset loading, reducing average load times by 80% — individual cases dropped from 36.4s to 3.4s
- **Marketing site redesign** - Primary engineering contact for a full frontend rebuild of the Vidsy marketing site, collaborating with leadership through an evolving brief and using AI prototyping tools including Figma Make and Lovable

Web Developer at Cinolla

July 2012 to March 2018

Developed a leading activity centre booking platform serving 100,000+ bookings for clients including the Scouts and Essex County Council

Contact

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Expertise

- React
- TypeScript
- GraphQL
- Storybook
- Jest
- Playwright
- Vite
- WCAG / Accessibility
- Developer experience
- Frontend architecture
- AI-assisted development

About

BA Interactive Media
Production, Bournemouth
University (2012)

Location

Poole, UK (open to remote)

Writing

Regular technical writing on frontend engineering, developer experience and the modern web at mattcrouch.net/blog