



# Dr James Alexander Lee

A front-end tech lead with a PhD in mental health tech



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## Passion & Values

I thrive when working with developers, designers, architects and product owners to engineer fantastic solutions to complex problems that excel in form and function.

I'm passionate about React, UI design, user experience and duck tikka masala.

I believe there's value in both beautiful code and beautiful design.

## Skills

### Web

- JavaScript
- TypeScript
- React.js
- React Native
- Next.js
- Redux
- HTML
- CSS
- Sass
- Tailwind
- AWS
- MySQL
- PHP
- LAMP

### Tools & More

- Git
- GitHub/GitLab
- CircleCI
- Cordova
- Cypress
- Detox
- Jira
- Confluence
- Trello
- Figma
- Storybook
- Photoshop
- WCAG
- SEO

## Education

University of Kent

Sep 2014 - Mar 2019

### PhD in Digital Arts

Exploring the use of online social network activity and smartphone photography as an intervention to track and influence emotional well-being.

University of Kent

Jun 2015 - May 2016

### AFHEA (Associate Fellow of the Higher Education Academy)

Awarded to professionals who can demonstrate they meet the criteria for teaching and supporting learning in higher education.

University of Kent

Sep 2014 - Apr 2018

### Graduate Teaching Assistant

I taught undergraduate and masters level workshops. Subjects included web, software and Android development, and UX and UI design.

University of Kent

Sep 2010 - Jun 2014

### BSc (Hons) Multimedia Technology and Design with a Year in Industry

Achieved a First Class Honours in this multidisciplinary degree including software engineering, design, animation and photography.

## Publications

SnapAppy: A positive psychology intervention using smartphone photography to improve emotional well-being 2021

Exploring the use of online social network activity and smartphone photography as an intervention to track and influence emotional well-being. 2018

OSN Mood Tracking: Exploring the use of online social network activity as an indicator of mood changes 2016

## Experience

Nov 2024 - Present

### Engineering Team Lead | Netcraft

Leading the front-end team to transform Netcraft's interfaces into one unified experience; leveraging the previous year's progress on the design system and the front-end stack.



Nov 2023 - Nov 2024

### Senior Frontend Engineer | Netcraft

Helping Netcraft to unify their **design system**, UI, UX and front-end tech stack.



Oct 2022 - Jul 2023

### Front-End Lead / Software Manager | Betterspace

My role evolved from React developer to **leading** and **managing** the technology branch of Betterspace, a workplace wellbeing platform, where I **managed 6 developers**.

I was keen to improve the **Developer eXperience** by refining **processes** and upholding best practices in **software architecture** and **code quality** to develop **beautiful code** and **intuitive user experiences**. The platform is built with **React.js** and **React Native** supported by a back-end running on **AWS**.

In addition to the lead developer role, my responsibilities included **team management**, **communication between tech and non-tech**, **1-to-1s**, **mentoring** and **agile ceremonies**.

I also collaborated closely with the **product lead**, working on design, UX, product management, **testing** and **roadmaps** to **solve complex user problems**.



Dec 2021 - Oct 2022

### Lead Front-End Developer | Betterspace

In this role, I **led the front-end team**. My responsibilities evolved into **team management**, **mentoring**, **recruitment**, **conflict resolution** and **agile ceremonies**.

During this time, I also built an **end-to-end testing framework** with **Cypress** and **Detox** and I continued my expertise in the area of **UI** and **UX**.

**Delegating** a large percentage of the programming meant I had time to focus on improving **DevOps** and **Developer eXperience**. I worked with the team to refine the **project management**, **deployment** and **communication processes** to ensure my **developers were happy**.



Jul 2019 - Dec 2021

### Software Developer | Betterspace

I started at Betterspace as a **front-end developer** working on their **React.js** platforms. After two months I began working with **React Native** and ported the entire platform to **Android** and **iOS**.

This role also gave me the opportunity to **mentor** junior developers and acquire **leadership responsibilities**. Due to the small team, I learned about all areas of the business and with my design background, I worked on various **product**, **brand** and **design** projects.

We conducted an **accessibility audit** and I single-handedly remediated the platform to achieve conformance to the **WCAG 2.1 AA** standards.



Jun 2012 - Aug 2013

### Web Developer | BBC World Service

I secured an industrial placement year between my second and third year of undergraduate. The first project was a **London 2012 Olympics** module for displaying information about medals and upcoming games. The module supported **27 languages**, **RTL scripts** and achieved **1.6 million page impressions**.

The second project was working with the BBC News team to migrate the World Service language sites to a new, **responsive design** and to integrate with the English **BBC News codebase**. During my employment, I worked on the release of the Afrique, Arabic, Hausa, Hindi, Indonesian, Spanish and Russian sites. I was exposed to the complexities of **internationalisation** and **localisation** and had a **leading role** in developing the code to handle right-to-left layouts.

