FERGUS RUSTON

Senior Software Engineer, London. contact@fergusruston.com

Senior Software Engineer specialising in TypeScript and React. At Nearform, I work as an embedded engineer within client teams, contributing directly to their codebases, technical decisions and engineering practices. Most recently, I've worked on Virgin Media's main web platform, built with Next.js and backed by Fastify APIs, serving millions of users each month. Earlier at Nearform, I worked on mobile applications for Travelex and O2 Priority.

With 17 years in software development, I've worked through significant shifts in the technology landscape and continue to adapt my approach as new tools and practices emerge. AI has reshaped a large part of my daily processes, but not the underlying principles. I use agents to multiply my output and act as guardrails throughout development, helping define constraints, challenge assumptions and explore alternative approaches. Grounding the work in clear specifications and established engineering practices lets me move faster without compromising on quality.

Brand Highlights
Travelex, New Scientist, Tortoise Media, The Independent, O2, Virgin Media

2023–Now

Senior Software Engineer

Nearform, Remote

May 2023 – Present

- Built features for Virgin Media's primary web platform, working with Next.js, React and TypeScript.
- Built Travelex Money App, a greenfield React Native app, as part of the team that delivered it in under six months, leading to a double-digit increase in sales conversion and a 99.8% crash-free rate.
- Designed and delivered features for O2 Priority, a large-scale React Native application with 3.6 million active users.
- Worked across the full TypeScript stack, from React and React Native front ends through to Node.js/Fastify backend services.
- Collaborated closely with product, design and engineering teams to deliver features from technical implementation through to production.

Read the Travelex Money App case study

2022–2023

Full Stack Engineer

Federatial, Remote, Contract

August 2022 – May 2023

- Modernised the administration interface of a legacy platform using React and Tailwind CSS, substantially improving its user experience and maintainability.

- Extended and maintained an Express.js REST API, implementing improved permissions and user-management capabilities.
- Designed and implemented bulk create and update endpoints for core domain entities, improving the efficiency of administrative workflows.

2020–2022

Frontend Engineer

Pugpig, London / Remote, Contract

September 2020 – August 2022

- Built websites and mobile applications for major publishers including New Scientist, The Independent and Tortoise Media.
- Led much of the Vue.js rewrite of the New Scientist mobile application, which is still in use today and has achieved a consistent 4.7 App Store rating. Post relaunch, paid subscribers rose 10–15%, and 85% of subscribers surveyed said the app played a part in their renewal.
- Built bespoke publisher experiences on top of Pugpig's underlying publishing platforms, adapting shared technology to the requirements of individual products.
- Worked across web and mobile codebases within a product-focused engineering environment.

Read the New Scientist case study

2017–2020

Full Stack Engineer

Federatial, Remote, Contract

November 2017 – September 2020

- Architected and implemented the administration interface for a content management system using React, backed by an Express.js REST API.
- Worked directly with clients throughout the product lifecycle, from initial requirements and technical design through to deployment.
- Built and maintained a production system that continues to be used daily across multiple organisations.

2012–2014

Full Stack Developer

JustAddRed, London

September 2012 – January 2014

- Developed features for PetsPyjamas, a high-traffic e-commerce platform.
- Built internal tools to automate operational workflows, including a scheduler for automated Twitter quizzes and surveys.
- Developed a self-service banner creation tool enabling non-technical users to manage promotional content.
- Worked across the full stack using Django, JavaScript and CSS.

2012

Frontend Developer

Flooved, London

April – September 2012

- Developed the pre-beta marketing website and contributed to the design of an online content distribution platform.
- Translated Photoshop designs into responsive production interfaces and reusable UI components.

2010

Frontend Engineering Intern

Empora Ltd, London

June – September 2010

- Developed interactive digital advertising units from PSD designs, with a focus on cross-browser compatibility.

SKILLS

Languages

TypeScript, JavaScript, Python, CSS

Frontend

React, React Native, Next.js, Vue.js, Tailwind CSS

Backend

Node.js, Express.js, Fastify, NestJS, Django

AI & Development

Claude Code, OpenAI Codex, Spec-driven development, BMAD