

Brook Jordan

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A builder with contagious enthusiasm for modern tools and thoughtful craft. Skilled in HTML, CSS, and JavaScript, I create fast, scalable, native-feeling experiences. My background in design and the arts sharpens my ability to communicate reasoning across teams – from execs to product to engineering to stakeholders.

This blend of technical fluency and creative insight helps me build teams that ship intuitive tools quickly, foster excitement, and drive meaningful growth for users and collaborators alike.

Skills

Proficiencies

- **CSS:** Modern Vanilla, SCSS
- **JavaScript & TypeScript:** Modern Vanilla, React, Ember, Vue, Node.js
- **HTML:** Semantic, accessible, testable
- **Git:** CLI, GitHub, GitLab
- **SQL:** PostgreSQL, MySQL

Abilities

- **Front-end architecture:** Modular design, scalability, maintainability
- **Communication:** Demos, cross-domain meetings, documentation
- **Influencing change:** navigating resistance, building cross-functional alignment, and validating high-impact ideas via rapid prototyping

Employment

Motional was nuTonomy, then Hyundai/Aptiv joint-venture
SENIOR SOFTWARE ENGINEER

Apr 2020 — current

Frameworks: Vite (Typescript React, Vue), in-house design system, MapBox, Three.js

Data: TanStack Query (custom to work with in-house swagger types), Zustand, Redux

Styling: SASS (BEM styled components), LESS, Tailwind

Communication: garnering excitement, mentoring, running demos, leading cross-team conversations Tools: AWS, GitLab

I lead building the web-app unifying all live-aspects of the company: vehicles; locations; people.

Rebuilt in tandem with the old app's growth, ground-up, including: an in-house design and component system; and overhauled data system. Hot-swapped it in.

Took control of various code-bases; held global demos; taught, mentored, and excited cross-team... bringing this unknown app into the spotlight.

Led cross-team communications at all levels: exec; product & design; back-end. Rapid prototyped new concepts. Regularly gained buy-in for tools that changed how the company worked.

TradeGecko then QuickBooks Commerce (discontinued)

SOFTWARE ENGINEER

Sep 2015 — Feb 2020

Ember: with Ember Data

Styling: SASS with BEM

Tools: GitHub, HubSpot

Championing UX architecture, componentisation, and frontend architecture. Rapidly prototyping, then converting to highly-polished MVPs, taking into consideration speed-to-production, developer happiness, and end-user accessibility. Work included in-depth code reviews, technical docs, and refactoring code reactively and proactively to prevent bottlenecks.

I built and maintained the marketing website by building custom tooling on top of HubSpot. I ensured the system was quick and easy to update; that analytics and SEO gave an accurate representation of our audience; and load times were fast.

After some time the core app demanded I worked on it fulltime and I couldn't spend time on the marketing site, so I began mentoring a junior for the marketing site. This carried forward to me similarly mentoring other team members from the engineering team, with regular pairing and conversations.

Win Technologies now betway group

SOFTWARE ENGINEER

Jun 2014 — Apr 2015

Under the Betway brand: I started by polishing up the Bingo website, then quickly moved to lead the new white-label gaming website. Together we made a portal that tailored itself to the needs of multiple brands.

Perform Group now Stats Perform

WEB DEVELOPER

Mar 2013 — Apr 2014

Leading live streaming website projects, CMS integrations, curated data feeds, and technical documentation.

JUNIOR WEB DEVELOPER

Dec 2011 — Mar 2013

After three months of teaching myself web development: Perform Group, excited by my passion for the role, gave me a shot as a junior developer. In less than a year I was leading teams for the Norwegian Eliteserien and OBOS-ligaen.

Research Now now Dynata

GRAPHIC DESIGN INTERN

Apr - Jul 2011

This is where my journey into web dev began. After learning Flash on-the-job while hitting deadlines I was asked to create an email. This hooked me in and I started learning web dev on my 2-hour commute.

Formal Education

- BA Illustration with Animation: University of Manchester
- Arts Foundation: University of Lincoln

Hobbies & interests

Travel

A revelation, as before leaving the UK around 10 years ago, (how time flies!), my hermit self rarely left the house. Moving to Singapore opened my eyes to travelling and I have been trying to get to new countries at least every couple of months. Activities while abroad include diving, hiking, and meeting new people.

Next stop: Norway!

Electronics and gaming

Most of my spare time is spent with computers, and electronics: building, learning new things, and immersing myself in other worlds. Recently I've been building with ESP devices and being amazed by how much you can do with such small devices.

Instruments & recording

I still dabble in my artistic past, to keep my mind on the cutting edge. I miss enjoy life drawing sessions that are rarer in Asia. During down-time you could find me sketching or folding a paper animal.

Plus instruments: originally getting excited by guitar playing friends at University, I taught myself and enjoyed recording sessions, and building tabs, tools in my bedroom... then added in piano, and the ocarina.

All parts played by yours-truly.

I'm not saying I'm good... and I tend to keep my playing to myself.