# 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 strive to build talented teams, optimise processes, mentor individuals, and contribute to meaningful missions.

I'm passionate about React, UI design, user experience, accessibility 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
- TanStack
- AWS
- MySQL
- PHP
- LAMP

**Tools & More**
- Git
- GitHub/GitLab
- CircleCI
- Cordova
- Cypress
- Jest
- Detox
- Jira
- Confluence
- Trello
- Figma
- Storybook
- Photoshop
- WCAG 2.2
- 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.

## 💼 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.

My promotion to Team Lead encompasses leading my team through roadmap objectives with thorough **capacity and dependency planning**, **technical ownership** of customer-facing and developer-facing products, **talent acquisition (up to director-level)** and **onboarding**, **mentoring** personal and career development, **SDLC process** implementation and experimentation, and promotion of **industry best practices**.

I have been instrumental in **improving processes and fostering collaboration** both within my team and across the wider company. I collaborate closely with Product and Design, take a lead role in **implementing agile industry standards**, trialling **ways-of-working improvements** to identify what works best for the team, and **influencing the company roadmap.**

I have continued my **lead on Netcraft's design system**; maintaining its high code quality, unified design, accessibility and easy-to-use developer experience.

I care deeply about bringing the best out of my direct reports, **identifying performance and learning opportunities**, and helping them to grow in their careers. I value **understanding people's strengths and desires** and allocating work accordingly in order to find a good **balance of velocity and job satisfaction**. I've dealt with **difficult conversations** including team restructure, pay and promotion reviews, job unknowns and imposter syndrome.

*Nov 2023 – Nov 2024*
### Senior Frontend Engineer | Netcraft

I joined as Netcraft was beginning a greenfield project to build out a modern front-end tech stack with the desire of unifying their **design system**, UI and UX. I advised on technologies including **Next.js**, **TypeScript**, **Tailwind** and **Storybook**.

I took ownership of the implementation and documentation of the design system. Through **close collaboration with the designer** and accompaniment of my own **design expertise**, we maintain a well documented and tested component library with an excellent developer experience. I frequently provided expert knowledge on design, UI, UX and accessibility-related matters.

This greenfield project has since expanded into the forefront of Netcraft's customer-facing offerings. All new and rehashed services are **built with velocity** using our modern tech stack and design system.

I drove implementation of both **technical and process-related industry standards** to improve Netcraft's approach to establishing requirements and designing new products.

*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**.

# 📖 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

# 🎖 Awards

Netcraft    2025

**Best Overall Hackathon Project**

Awarded best overall project out of 30 teams. In two days, our team of three designed and built a "Cmd+K"-style global search, providing users with a single entry point to search for data across all of Netcraft's services, super-fast navigation shortcuts, and commonly used internal tooling widgets.

Kent Union    2016

**KSCV Gold Award**

The Kent Student Certificate in Volunteering gold award is presented to students for dedicating at least 100 hours towards volunteering. These hours were accumulated during my time as Social Secretary for the UKC Photography Society.

University of Kent    2014

**Sagittarius Digital Prize for The Best Integrated Multimedia Project in Multimedia Technology and Design**

Awarded for my joint undergraduate final year project.

University of Kent    2014

**PhD Research Scholarship**

In preparation for the University's 50th anniversary, 100 fully-funded doctoral scholarships were awarded to successful candidates who demonstrated academic excellence and outstanding research potential.

University of Kent    2010

**Jennison Scholarship**

Contribution towards tuition fees awarded to applicants who achieved A-level grades of at least AAB.

# 💼 Experience (cont.)

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.

Sep 2014 – Apr 2018

**Graduate Teaching Assistant** | University of Kent

During computer workshops at **undergraduate and masters level**, I augmented the students' learning through teaching, discussion and feedback. Subjects included web, software and Android development and UX and UI design.

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.

2011 – 2025

**Web Design & Development** | Freelance

Freelance web design and development for local businesses and start-ups. Managing the full range of a project from client relations, requirement gathering, wireframing, and design to front-end and back-end development, deployment and delivery.