

Joost Froon

Freelance Frontend Developer

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Born	04-10-1987		

PROFILE

Over 13 years of experience in frontend development, with more than 8 years of experience in building web applications using React. I specialise in design systems, multi-brand platforms and accessible, well-tested frontends.

CORE SKILLS

React · TypeScript · Jest · Next.js · Tailwind CSS · UX · Apollo · dataLayer · JavaScript · Sass · Vite · CSS · CSS Modules · HTML · HTMX · Playwright · pnpm · React Router · Storybook · Twig · Vue

EXPERIENCE OVERVIEW

01-2026 – 11-2026	**Freo.nl (Rabobank)**	Frontend, Lead · Eindhoven
10-2023 – 11-2025	**Beslist.nl**	Frontend, Lead · Arnhem
08-2025 – 11-2025	**My Active Age**	Frontend · Arnhem
02-2025 – 07-2025	**GrandVision BV**	Frontend · Schiphol/Amsterdam
09-2023 – 10-2024	**Plein.nl**	Frontend · Maarssen
03-2023 – 09-2023	**Four Digits**	Frontend, FullStack, Lead · Arnhem
04-2022 – 01-2023	**Beslist.nl**	Frontend · Arnhem
01-2022 – 03-2023	**Acato**	Frontend · Utrecht
10-2021 – 12-2021	**Automotivated**	FullStack · Arnhem
07-2020 – 10-2021	**Emico**	Frontend · Rhenen
06-2021 – 07-2021	**Fabrique**	Frontend · Amsterdam
11-2019 – 03-2020	**Hipex**	FullStack · Rhenen
07-2018 – 07-2019	**Terberg Leasing**	Frontend · Utrecht
03-2019 – 06-2019	**Four Digits**	Frontend · Arnhem
10-2018 – 12-2018	**Goed idee media**	FullStack · Arnhem

05-2018 – 12-2018	**Justlease.nl (Terberg Leasing)**	Frontend · Utrecht
2017	**Goed idee media**	FullStack · Arnhem
2016	**DTC Media (now PowerKraut)**	Frontend · Doetinchem
2016	**Ab Mulder BV**	FullStack · Ugchelen
2016	**Autobedrijf Wijnne**	FullStack · Nijmegen
2016	**Avira GmbH**	Frontend · Arnhem
2016	**eBay / Nieuweautokopen.nl**	Frontend · Amsterdam
2015 – 2016	**DCDW**	FullStack · Ede
2015	**ViaLora.nl**	Frontend · Markelo
2015	**Kunstbedrijf Arnhem**	Frontend · Arnhem
2015	**AutoBedrijf Boks**	Frontend · Apeldoorn
2015	**Ab Mulder BV**	Concept, Frontend · Ugchelen
2014	**Box Consultants**	Concept, Frontend · Waalre
2014	**We-R Parts**	Frontend · Vaassen
2013	**Bandshirt.nl**	Frontend · Arnhem
2013	**Nieuweautokopen.nl**	Frontend · Amsterdam

PROJECTS

Freo.nl (Rabobank)

01-2026 – 11-2026

Frontend, Lead · Eindhoven

At Freo (Rabobank), through Iquality, I worked on scaling an existing Storybook/Next.js webapp to serve four brands from a single technical foundation: Freo.nl, Sprankr.nl, Defam.nl, and Lendris.nl. The challenge was clear — three new websites live within three months, without ending up maintaining four separate codebases.

In the financial sector, accessibility, security, and compliance are non-negotiable. We solved this with a themed design system: Figma › Style Dictionary › Storybook › Next.js. Design tokens translate into brand-specific CSS, while shared components stay centralized. Each brand keeps its own identity; package updates and technical debt stay in one place.

Alongside the architecture work, we expanded the codebase with a11y tests (including contrast checks) and unit tests — a tight blend of design systems, frontend architecture, and a hard deadline.

Stack React · Next.js · Vite · pnpm · TypeScript · Playwright · CSS Modules · UX

Beslist.nl

10-2023 – 11-2025

Frontend, Lead · Arnhem

After the lead frontend developer left, I was asked to return to Beslist.nl, where I had previously worked in 2022. In addition to introducing new features, I played a key role in the redesign of the main website, ensuring a more user-friendly and modern interface.

I was also responsible for facilitating communication between the UX/SEO team and the development team. I established a new team dynamic that ensured we maintained proper code standards and approached infrastructure changes as a collective effort.

Furthermore, I have been involved in implementing various vector- and AI-based (artificial intelligence) search endpoints for both REST and GraphQL interfaces.

Stack React · TypeScript · Jest · Apollo · Sass · dataLayer · UX · React Router

My Active Age

08-2025 – 11-2025

Frontend · Arnhem

I contributed to the My Active Age app, which provides users with insights into their blood results, sleep patterns, and personalized health improvement tasks.

The original frontend, vibe coded with Bootstrap and jQuery, was difficult to maintain and lacked consistent styling. I restructured it with a modern architecture using HTMX, Tailwind CSS, and vanilla JavaScript, while keeping the solid Django backend intact.

I used AI-assisted refactoring to convert jQuery code to clean JavaScript, implemented HTMX to handle most GET and POST requests (minimizing JS usage), and gradually replaced Bootstrap with Tailwind for a cleaner, more maintainable UI.

Stack HTMX · Tailwind CSS · JavaScript · HTML

GrandVision BV

02-2025 – 07-2025

Frontend · Schiphol/Amsterdam

At GrandVision BV, I worked on a design system using Storybook, creating and maintaining over 30 unique themes for their global network of optical stores. The system was built with React and utilized Vite for efficient style generation and build processes.

Additionally, I worked on a Next.js project that supported more than 30 operating companies (OPCOs) across different regions. This involved implementing a robust multi-tenant architecture that allowed for efficient code sharing while maintaining brand-specific customizations for each OPCO.

Stack React · Next.js · TypeScript · Jest · Vite · CSS · Storybook

Plein.nl

09-2023 – 10-2024

Frontend · Maarssen

At plein.nl, I joined as a frontend developer with a dual focus: introducing frontend tests and overhauling the existing codebase. This involved transitioning away from JQuery, Handlebars, and Moment.js in favor of plain JavaScript.

Taking charge of a new project, I led the transition to a tech stack comprising Tailwind CSS, Twig, and plain JavaScript. The goal was to craft a modern and intuitive shopfront for a forthcoming sub-brand within the plein.nl ecosystem.

Using Vue 3 and Pinia for state management, my colleague and I built a new, modern checkout system. In addition to basic functionality, it allows users to add, update, and delete multiple addresses.

Stack Vue · Tailwind CSS · Twig · JavaScript

Four Digits

03-2023 – 09-2023

Frontend, FullStack, Lead · Arnhem

At Four Digits, I worked on a Next.js project that involved developing a website with multiple languages and multiple sites using React server components. Next.js is a popular React-based framework for building server-side rendered (SSR) web applications, which allows for improved performance, SEO, and UX.

My main task was to implement a multi-language and multi-site functionality that supported multiple languages, countries and domains, while also sharing code and resources across the different sites.

Additionally, I utilized the latest features of Next.js such as React server components to improve performance and make development easier by enabling components to be rendered on the server.

Stack React · TypeScript · Next.js · Tailwind CSS

Beslist.nl

04-2022 – 01-2023

Frontend · Arnhem

Beslist.nl is a popular website that provides product comparisons, attracting more than 400,000 daily visitors. As part of the development team, I was responsible for implementing the product overview and landing pages. This involved configuring the Apollo server and styling the components, with a strong emphasis on optimizing the Core Web Vitals for better Google ranking. By focusing on user experience and performance, we aimed to provide a seamless and efficient shopping experience for our users. We aimed for a 100% test coverage.

Stack React · TypeScript · Jest · Apollo · Sass · dataLayer · UX

Acato

01-2022 – 03-2023

Frontend · Utrecht

During my time at Acato, I had the privilege of contributing to the development of NL Design Systems, a component library designed specifically for government websites with high accessibility requirements. The library was built using Storybook, a popular tool for building UI components in isolation.

As part of this project, I was responsible for creating and integrating various components into the new Den Haag main domain website. The website was developed using Wordpress and featured a block-based editing system. To ensure seamless integration, I used my expertise in web development to ensure that the components adhered to the required accessibility standards and worked flawlessly within the website's existing infrastructure.

Overall, my contributions to NL Design Systems and the Den Haag website helped to improve the user experience and accessibility of the website, while also showcasing my skills in component-based development and integration.

Stack React · Storybook · WordPress · Sass · PHP

Automotivated

10-2021 – 12-2021

FullStack · Arnhem

For Automotivated I helped create a boilerplate for car dealer websites. Every component is overridable via the Gatsby themes function. That way we created a boilerplate that is out of the box a fully functioning webapp and has the option to override or shadow every component.

Stack React · Gatsby · styled-components · GraphQL · Strapi · Yarn Workspaces · UX

Emico

07-2020 – 10-2021

Frontend · Rhenen

I worked on various E-commerce PWA websites, all with a headless Magento backend and an Apollo React frontend.

Stack React · Apollo · Emotion · GraphQL · TypeScript

Fabrique

06-2021 – 07-2021

Frontend · Amsterdam

Fabrique was building a website for one of their clients, a digital exhibition for art pieces. It was my job to build the frontend with Nunchucks templating that the backenders connect with their Django backend. Gsap for scroll animations. One requirement was that the website meets the WCAG 2.0 Level AA requirements.

Stack Sass · JavaScript · Nunjucks · GSAP

Hipex

11-2019 – 03-2020

FullStack · Rhenen

For Hipex we made a statically built website with Markdown files as a backend via Netlify CMS.

Stack React · Gatsby · GraphQL · styled-components · Netlify CMS

Terberg Leasing

07-2018 – 07-2019

Frontend · Utrecht

During the process of creating the new justlease.nl website, I was asked to join the project team to use the same codebase to create a similar website for another Terberg Leasing label, called 'plus'. I used the created tech stack to set up a new website for 'plus' using React, Styled-components, redux and lots of other modern tools. Currently, I am also involved in creating new features in the shared ReactJS library for both the Justlease and the Plus websites.

Stack React · Redux · styled-components · Storybook · TypeScript · Cypress · Jest

Four Digits

03-2019 – 06-2019

Frontend · Arnhem

Four Digits is rebuilding the management tool for one of their big clients. A huge system in which employees of the social work company can log and note all their work, comments and administration. I was asked to help create all frontend (Django) templates, Sass stylesheets and javascript. Creating reusable components the backenders on the project are able to keep using in the years to come.

Stack Sass · Cypress · Webpack · Django templates · JavaScript

Goed idee media

10-2018 – 12-2018

FullStack · Arnhem

This summer, I took some time to dive deep into this system called GatsbyJS. It's a static site generator for React components with GraphQL data fetching. It's a very interesting way of building websites, and a solution for many performance problems. I've created a new website for goedideemedia.nl and investigating other options of connecting this way of building websites to our existing projects in KeystoneJS.

Stack GraphQL · Gatsby · styled-components

Justlease.nl (Terberg Leasing)

05-2018 – 12-2018

Frontend · Utrecht

While work was being done in creating a new website for Justlease.nl, I joined the scrum team to maintain the currently active Wordpress website. As the progress on the new website was slow, there was a lot of work done in the Wordpress website as well, updating the editing experience for the marketing team to Advanced Custom Fields and upgrading the frontend to Twig templates powered by Timber. Creating new layouts and updating many style elements, as we were testing parts of the new designs in this current website.

Stack WordPress · Timber · Twig · ACF · Sass · KnockoutJS

Goed idee media

2017

FullStack · Arnhem

Together with my colleague Laurens, we've dug deep in KeystoneJS to try and use it as our CMS of choice. KeystoneJS allows us to write Javascript templates, in React, that can be rendered by the server as well. One code to rule them all. We've managed to create a page-router that can work with dynamic slugs and other features to turn KeystoneJS, normally just a NodeJS/MongoDB platform, into a real CMS.

Stack React · CMS development · MongoDB

DTC Media (now PowerKraut)

2016

Frontend · Doetinchem

DTC Media needed some help updating many of their shtml templates because of new laws in automotive. As experienced automotive developers, we were happy to help our colleagues.

Stack Sass · shtml

Ab Mulder BV

2016

FullStack · Ugchelen

For Ab Mulder BV I created a small KeystoneJS application (hosted on heroku) for managing their webshop data. I've created a Mongo model which can be edited by KeystoneJS, and outputs as JSON via Express.

Stack CMS development · APIs · Express · MongoDB · UX

Autobedrijf Wijnne

2016

FullStack · Nijmegen

Wijnne is a local cardealer I've helped to redesign their website, from concept to release. Wijnne.nl is a full featured website offering many services to the enduser, smart user routings, a business to business login and is fully managable by Wijnne via the driving CMS.

Stack CMS development · LESS · Mustache

Avira GmbH

2016

Frontend · Arnhem

For Avira (the virusscanner company) I've created the templates from scratch for their redesigned E-mail security control panel. Using Styleguide.js, I've exported all styles as documentation for the (Django) developers to use. Also created E-mail templates using Foundation Email.

Stack HTML · LESS · Grunt

eBay / Nieuweautokopen.nl

2016

Frontend · Amsterdam

For eBay we created a landingpage for generating private lease leads. I've created the layout using ReactJS and LESS. Using JSON to create the car data and Redux to set the app state (configuration of the car).

Stack React · LESS · JSON · React Bootstrap · Redux

DCDW

2015 – 2016

FullStack · Ede

Paul de Vries is an authority in the automotive. With his personal blog DCDW.nl he shares his thoughts about the automotive industry. I've created his wordpress blog and added a WooCommerce shop to sell his books and more.

Stack WordPress · WooCommerce · LESS · HTML

ViaLora.nl

2015

Frontend · Markelo

ViaLora.nl is a travel agency who wanted to boost their conversion by updating their design. After years of making new features for this website, the design has turned into a mess and I was asked to help clean it up. We moved a lot of the pink (they really like pink) into blue, to emphasise call to actions, focussed on USP's and contact information. ViaLora.nl was created in Symphony PHP.

Stack UX · HTML · CSS · Redesign

Kunstbedrijf Arnhem

2015

Frontend · Arnhem

I implemented the new design for Kunstbedrijfarnhem.nl into a fully responsive website. Making everything retina proof with webfonts and scalable images. I used LESS to preprocess my CSS and Mustache to turn the PHP data into HTML templates. Some parts of the website are rendered in ReactJS.

Stack HTML · LESS · Mustache · React

AutoBedrijf Boks

2015

Frontend · Apeldoorn

Autobedrijf Boks is a big car dealer in Apeldoorn, upgrading their website design. I created their new website with Bootstrap and Mustache, getting external car data and reviews over multiple API's. I used mobile proof slideshows to enlarge the mobile shopping experience. The search is made in BackboneJS with Handlebars templating.

Stack HTML · LESS · CSS animations · Mustache · jQuery · Backbone · APIs

Ab Mulder BV

2015

Concept, Frontend · Ugchelen

Ab Mulder BV is a multi location car dealer in the east of Netherlands. We created a completely new responsive website. I started with a wireframe and functional design. Gathering all of the clients wishes into different needed screens. This was turned into a design by our partner at Dezzign, by my supervision. The site was made with Bootstrap, Less, Mustache templates, BackboneJS, Handlebars, and fonticons. There is a strong focus on the navigation flow. Every page leads to another. The entire website encourages the user to contact Ab Mulder BV.

Stack Concept · Wireframing · HTML · LESS · SEO · Mustache

Box Consultants

2014

Concept, Frontend · Waalre

Box Consultants asked me to renew their multi-lingual website. Together with Dezzign I created a very clean and businessy design, very suited for their work. A fully responsive website with Mustache filled with multi-lingual codes.

Stack HTML · LESS · Mustache · Multilanguage · Concept

We-R Parts

2014

Frontend · Vaassen

Selling parts for asian cars, We-R Parts is a big playing in the area. We've created a dutch, english and german version of the same website for them. Behind the login screen, users can search their products database via a BackboneJS search engine.

Stack HTML · LESS · Multilanguage · Mustache

Bandshirt.nl

2013

Frontend · Arnhem

For Bandshirt.nl I've created the stylesheets, early adapting the ways of Responsive web design. I've used media queries to determine if I should load Retina or plain images. Adding an iconfont Bandshirt.nl offers a stunning mobile look.

Stack HTML · LESS · Responsive · Retina

Nieuweautokopen.nl

2013

Frontend · Amsterdam

For a couple of months, I've regularly tested the usability and User Experience of Nieuweautokopen.nl's main website. The constantly changing website was only being managed functionally, so it was up to me to keep an eye on the website keeping usable. Regularly I combined my notes into improvement plans for the development team.

Stack Usability · UX