

Work Experience

Software Development Engineer

Amazon Development Centre London

February 2016 — Present

Video Commerce Experience Clients Team

- Responsible for the UI and client experience for the Prime sign up funnels on web, mobile web and big screen devices.
- Designed, implemented and released an updated FireTV signup experience including payment entry. Testing saw a 90% increase in target customer conversion rates, forecasting to \$58MM additional revenue for the year across all Prime Video Subscription Video on Demand (SVOD).
- During the 2018 year, ViCE UI had 440MM distinct impressions on web, over 265MM distinct impressions on mobile apps, and over 32MM distinct impressions on big screen devices world wide.
- Designed, implemented and released an updated FireTV signup experience including payment entry. Testing saw a 90% increase in target customer conversion rates, forecasting to \$58MM additional revenue for the year across all Prime Video Subscription Video on Demand (SVOD).
- Completed a total rewrite of the web, mobile web and webview experienced from a fully Perl Mason monolithic stack to a ReactJS widgetized solution.
- Experience with OnCall work and out of hours live site issue support including low SLA pager response responsibilities.

Software Development Engineer

Amazon Development Centre London

September 2014 — Feb 2016

LOVEFiLM Disks ByPost Clients Team

- Responsible for the LOVEFiLM DVD and BluRay disk rental UI and clients including web and mobile applications.
- Implemented a custom customer authentication integration for the ByPost mobile app based in Apache Cordova.
- Implemented the subscription creation and LOVEFiLM to Amazon Video subscription migration systems. (Java, SpringMVC)
- Responsibilities included maintaining and expanding the customer interaction website including rental list management, details page and account management page. (Perl Mason, SCSS, JS)

Software Development Engineer, Intern

Amazon Development Centre London

June 2013 — August 2013

Digital Video Website Playback Team

- Implemented an internal web tool in Java Spark framework to allow for tracking of issues and learning resources.
- Implemented the first desktop iteration of the Amazon Video XRay feature on the Silverlight website player, while ensuring minimal impact on CPU usage and playback experience. (C#, XHTML)

Education

Software Engineering

Durham University

October 2011 — July 2014

- Second-class honours; Upper division degree achieved.
- Thesis: "Efficiently visualising the state of cellular automata using Conway's Game of Life" Efficiently run and render a Conway's Game of Life with an infinitely sized board with on the fly rule set adjustments using large scale parallelisation.

Languages & Technologies

- *Languages:* Java, SpringMVC, Python (scripting), C#, C++ (minor experience)
 - *Web Technologies:* : HTML5, CSS & SASS, Javascript (ES6, TypeScript), Node.js, ReactJS
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