Alexander Waddell

Lead Developer · Architect · Mentor

Newcastle, United Kingdom

PROFILE

Lead Developer with 6+ years delivering production software for agencies and SMEs. I specialise in JavaScript/TypeScript, React, Next.js, and Node.js, building scalable web apps, CRMs, and high-converting marketing sites from discovery through launch. I also help teams adopt AI tooling and optimise developer workflows to increase delivery velocity and reduce cognitive load.

EXPERIENCE

Lead Developer

May 2023 — Current

Layers Studio · Gateshead, United Kingdom

- Own technical planning and delivery of complex web applications from scoping to release.
- Ship full-stack solutions across multiple concurrent client projects using modern JS/TS stacks.
- Lead technical interviews and client discovery sessions to shape clear, feasible project scopes.

React   TypeScript   Next.js

Senior Software Engineer

Feb 2022 — Apr 2023

Boxmodel · Newcastle, United Kingdom

- Delivered full-stack features across a broad portfolio of client products and websites.
- Supported technical planning for complex builds, balancing scope, quality, and delivery timelines.

JavaScript   TypeScript   React

Director / Lead Front-end Developer

Sep 2019 — Feb 2022

Coastline Software · Sunderland, United Kingdom

- Co-led delivery of websites, web applications, and mobile apps for a diverse client base.
- Owned front-end architecture and implementation across commercial projects from concept to launch.

JavaScript   TypeScript   React

EDUCATION

Bachelor of Science in Games Software Development (2:1)

2015 — 2019

University of Sunderland, Sunderland

Maths (A Level), Computing (A Level), Physics (AS Level), Creative Media Production (BTEC)

2013 — 2015

Durham Sixth Form Centre, Durham

CONTACT

- alexwaddell97@gmail.com
- 07940327386
- Website
- GitHub
- LinkedIn

STRENGTHS

- Leading small teams and line management
- Mentoring developers and T-Level students
- Optimising team processes and developer workflows with AI tooling

SKILLS

JavaScript   TypeScript   React
Node.js   Next.js   Tailwind CSS
LLMs & AI tooling   Azure DevOps
AWS   Vercel   Git Workflow
WordPress