DanKennedy.

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Portfolio: **portfolioofdan.com**   Availability: **2 weeks**

Overview

Hi there, I'm Dan. For 18 years, I've been a tech leader (with a hands-on approach) for teams in high-quality/ performance web and apps development, in both multinationals, and a number of successful startups. With an overall strategic understanding of technology and business, I'm able to balance customer, stakeholder and team demands and foster communication between them. I have a very strong T-shaped development background, including extensive experience in full-stack development, covering back ends (primarily Python), front end JS frameworks, and mobile development in Flutter. I've designed, implemented and managed various deployments both in-house and in cloud-hosting environments, and lead teams implementing and deploying AI models. I have overseen a number of SDLC digital transformations, introducing agile methodologies (Scrum) to hundreds of developers and stakeholders. I've directly run and managed a number of multi-million dollar software projects in conjunction with some of the UAE's most significant entities, including Emaar, Dubai Airports, ADNOC, GEMS Education, Yas Marina Circuit, and DarkMatter (Digital14/Edge group).

- 18 years full-stack development while leading teams in web and applications development, specifically Python (Django), Flutter, JS front-end frameworks and a solid understanding of security practices
- Familiar with current/trending architectures and technologies, including AI, CI/CD, automated/ unit/NFT/TDD, container platforms (Docker), on-prem and cloud deployments (AWS), cyber-security (Snyk, SonarQube), GIT etc.
- 10 years in agile practices (Scrum and Kanban), including SDLC transformation, coaching and operating as a Scrum Master. Professional Scrum Master (PSM) certified. Extensive experience in Jira
- 8 years experience in UAE, working with both internal- and client-facing organisations, both agencies and in-house

- Design and architecture of scalable and stable frameworks for greenfield startups and established entities
- Wide exposure and understanding of UX and usability best-practices for easy-to-use and intuitive applications and software
- Several years project management experience (scope, budget, timelines and scheduling, risks, requirements analysis, ROI calculations, prioritisation). Prince2 Practitioner certified
- Practised and clear communication skills, able to bridge the gap between development team and non-technical stakeholders. Years working with and collaborating with clients and their requirements

In focus

- Promoted to CTO for a social media platform in the UK, 30,000 DAU. Gained leadership buy-in for the initiative to rebuild technology stack and create an app, and lead those initiatives. Introduced and coached the team to adopt agile (Scrum), leading to 90% drop in WIP, 74% drop in development bottlenecks, implemented workflows and processes resulting in net-negative bug ratios, drove automated testing and CI/CD to shorten their value stream
- Architected and lead developer in a number of greenfields startups, including a health-tech ecosystem deployed to both Android and iOS app-stores for use within UAE driving 30% adherence improvement, and an IoT locker system from Barcelona, now launched throughout Europe in hundreds of locations
- Responsible for planning, managing and delivering ongoing development for a UAE national security-critical application suite (messaging, video calls, emails, data transfer etc. on Android, iOS, MacOS and Windows) to key UAE government clients. Improved several key engineering process improvements across four locations and over 80 engineers, including branching strategy, versioning, interface/contact definitions etc. Lead SDLC transformation to Scrum methodology, including coaching Scrum Masters and POs
- Have been instrumental in the expansion and growth of numerous retail and e-commerce startups by designing and developing scalable, efficient tech solutions. Startups include GlassesDirect which was sold in 2017 for £120M
- Heavily involved in innovation/cost-saving projects e.g. designing/delivering cost-saving and sales optimisation projects, one of which increased turnover by £1M in year 1 at Carphone Warehouse (UK), or 20%+ savings on cloud hosting

Experience

ClickASnap - CTO / Lead developer *March 2023 - current, remote*

- Initially built the foundation for the new company application (Flutter), hired app development team and lead the app to deployment, acquiring over 36,000 downloads within the first 2 weeks of launch. Promoted to CTO
- Designed and implemented a company-wide tech strategy to replace all legacy systems, in some cases bringing service uptime from 89% to 99.98+%, scalable IaC deployments, full alerting/monitoring, CI/CD (GitHub + AWS). Saved 20%+ in cloud hosting costs optimisation
- Lead implementation of Artificial Intelligence models for image searching and NSFW detection in collaboration with a UK-based university research department, increasing quality of content and search performance
- Implemented new SDLC processes and procedures within the development teams to increase velocity and lower regressions, while containing bugs. Measurably lowered WIP by >90% (reduced open PRs by 74%), reversed bug creation trend to negative bug totals WoW. Introduced and coached development teams to Scrum, including fostering collaboration between PO and management, reaching a stable sprint velocity and consistent deliverables

MDBX (MedBox) - CTO and co-founder *April 2021 - current, Abu Dhabi*

- Responsible for technical strategic vision and implementation of a greenfields software solution for medicine adherence. Integrated with Medicina workflows supporting 200+ pharmacies in the UAE
- Collaborated and rolled out to multiple partners, including ZHO (Zayed Higher Organization), selected and graduated in the Mohammed Bin Rashid Innovation Fund, awarded social certificate from Ma'an
- Leading the design and development pathways for ongoing feature additions and enhancements
- Minimised duration of value stream (from concept to deployment in production) using dev-ops automation in AWS (build pipelines, IaC), automated test suites and rapid feedback loops

Digital14 (formally DarkMatter) - Senior tech development manager (apps, web) *July 2019 - April, 2022, Abu Dhabi*

- Managed and delivered a suite of security-critical applications for use by the UAE government and military (messaging and video conference tools on Android, iOS and Windows)
- Key member of ARB (Architecture Review Board), defining, rolling out and implementing JIRA processes and guidelines, new branching strategy (GitFlow), versioning strategy to communicate changes to stakeholders
- Leading concepting team to rapidly design and develop innovative security solution apps
- Lead the SDLC digital transformation project to move 80 engineers over 4 locales to agile
- Project management responsibilities, including budget control and reporting, scoping and sizing, estimations and timeline management, regular management and client status presentations
- Negotiated and documented processes and responsibilities between teams/departments and clients

Revonic (formally Indivirtual) - Senior technical development manager (web) *October 2017 - April 2019, Dubai*

- Delivered two full-lifecycle transformation projects for U by Emaar, and Masdar Sustainability City
- Successful integration with CRM systems; CRM and loyalty points system for Emaar, customer registration and tracking for Yas Marina Circuit, integration with student and parent CRM for GEMS education
- Responsible for the full PM lifecycle, including kickoff presentations, requirements gathering, scoping work, estimations, budgets, status reporting both internally and client-side, identifying and securing new opportunities

Previously:

- **2016 - 2017 -** Senior technical development manager (web), ScreenInteraction, Dubai
- **2012 - 2016** - Technical lead (freelance), Exposure agency, London and MayorDomo IoT lockers, Barcelona
- **2010 - 2012** - Senior developer/lead developer, Glasses Direct, London
- **2008 - 2010** - Freelance, software developer, London
- **2005 - 2008** - New Zealand Tourism Institute, software developer, New Zealand
- **2005** - Graduated with Bachelor of Applied Science majoring in software development, New Zealand