

Summary

Technical Lead with over nine years software development and management experience primarily using *PHP, Symfony, Javascript, React*, and *SQL* on *Linux, Docker, continuous integration* platforms, *Ansible, Git*, and *AWS*. Leading, training, and mentoring developers with a focus on test-driven development and clean code practices.

Employment

Technical Lead

Bunches, 2017 to Present

Responsible for designing, developing, and maintaining websites and internal systems; and training and mentoring developers.

- Introduced a wide range of logging, analytics, and A/B testing tools, reducing errors to near 0% and providing data on design and feature effects on overall conversion;
- Changed payment providers to Braintree and Stripe saving ~30% on transaction fees;
- Migrated from traditional server architecture to automated container-based builds via Continuous Integration, resulting in a ~70% cost saving;
- Implemented a fraud detection system, resulting in a 98% reduction in fraudulent activity;
- Refactored and segregated internal systems, upgrading from PHP 5.6 on a custom backend to PHP 7.0 (now 8.1) on Symfony, and upgraded the primary website from Symfony 2.3 to Symfony 6.1 and React 18 resulting in a significant increase in development velocity and user experience;
- Developed product personalisation in React for user-uploaded photographs, with moderation via AWS Rekognition, and in-house printing;
- Migrated two large separate databases with 25 years of data into one normalised AWS RDS database resulting in a significant reduction in manual data processing and cost;
- Implemented a stock system to facilitate lean practices for perishable fast-moving "in-house" manufactured products.

Programming

- PHP (5.4 - 8.1)
- Symfony
- Javascript
- React (16 - 18)
- MySQL, Postgres
- SQLite
- CSS, SASS, LESS
- Bash / Shell
- Some Python
- A little Go

Systems & DevOps

- Git
- GitHub Actions
- Ansible
- Docker
- Vagrant
- RabbitMQ
- Redis
- Linux
- NginX
- Apache
- Cloudflare
- DigitalOcean
- Elasticsearch
- AWS RDS
- AWS SQS
- AWS EC2
- AWS Rekognition

Employment

Software Development Manager

Universal Textiles, 2015 to 2017

Responsible for a team of developers integrating third-party partners and platforms active in over 30 countries and 8 languages.

- Migrated legacy code to object-oriented design on the Slim framework;
- Implemented a Scrum-based approach to workload management;
- Optimised warehouse operations through the implementation of a fluid stock system to reduce average "pick" time by over 20%;
- Developed an automated product listing system, halving image content management time;
- Visited and hosted prospective clients to discuss current and potential integrations, obtaining and onboarding several new partners.

E-Commerce & IT Manager (Director)

Polyverse Ltd, 2012 to 2015

Responsible for e-commerce operations and software development.

- Designed and implemented Magento websites and internal systems in PHP, Python, MySQL, and Javascript;
- Managed Google and Facebook PPC advertising, and multi-channel content on eBay and Amazon;
- Implemented a digital pick, pack, and dispatch process to reduce order errors to under 1%;
- Managed customer service, warehouse, and administrative teams, budgets, and suppliers;
- Managed alternative projects in bricks-and-mortar retail and hospitality.

Education

Graduate Diploma in Law

Nottingham Law School, 2011 to 2012

Studied contract, trust, land, criminal, European Union, constitutional, tort, and employment law. Participated in negotiation competitions, mootings, and voluntary legal work.

Theology (Upper Second-Class Honours)

University of Nottingham, 2008 to 2011

Submitted a dissertation on economic philosophy and theology. Attended and participated in various debates, committees, and conferences.

Certifications

Personal Alcohol Licence

Nottingham City Council, 2013 to Present

First Aid at Work

St John Ambulance, 2021 to 2024

Personal Projects

github.com/elliottjreed/royal-mail-tracking

A PHP package for utilising the Royal Mail Shipping REST (v2) API.

github.com/elliottjreed/haveibeenpwned

A PHP package for securely identifying leaked user email addresses and passwords.

github.com/elliottjreed/www.elliottjreed.com

My personal website written in React 18 with server-side rendering via Express, with tests using React Testing Library with Jest.

github.com/elliottjreed/api.elliottjreed.com

A content API which returns structured data JSON from a Git repository, written in Symfony 6.1 with tests using PHPUnit.

github.com/elliottjreed/amp.elliottjreed.com

An AMP version of my website written in Go (Gin framework), Tailwind, and Docker.