Elliot Reed

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Summary

Over nine years software development and management experience primarily using *Javascript*, *React*, *PHP*, *Symfony*, and *SQL*. Leading, training, and mentoring developers with a focus on clean code practices and continuous integration and deployment.

Employment

Technical Lead

Bunches, *2017 to Present*

Responsible for designing, developing, and maintaining websites and internal operation, CRM, data analysis, and content management platforms; 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 image moderation, 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;
- Currently project lead on a cross-departmental project to rewrite the checkout process in order to increase conversion.

Programming

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

Systems & DevOps

- Git
- AWS S3
- AWS RDS
- AWS SQS
- AWS ElastiCache
- AWS Rekognition
- AWS EC2
- GitHub Actions
- BitBucket Pipelines
- Linux
- Ansible
- Docker
- RabbitMQ
- Elasticsearch
- Redis
- NginX
- Apache & Lighttpd
- Cloudflare
- DigitalOcean

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;
- Managed alternative projects in bricks-and-mortar retail and hospitality.

Marketing

- Google Analytics
- Google Shopping
- AdWords
- MailChimp
- Affiliate Window
- Criteo
- Tag Manager
- Clarity
- CrazyEgg
- TrustPilot
- SEO

Payment Providers

- Braintree
- PayPal
- Stripe
- Amazon
- Apple Pay
- Google Pay

Project Management

- JIRA
- Asana
- BaseCamp

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, mooting, 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

www.elliotjreed.com

Personal website with general information, guides, and links to projects.

github.com/elliotjreed

Public repositories and packages.