

Leon Stafford is a seasoned web development professional, with skills spanning development, testing, DevOps and product management.

He is passionate about open source, maintaining a widely used WordPress plugin. He understands the business side of things, having developed and sold several websites and domains for high profit margins.

### **Accomplishments related to web development**

- Developed the WordPress Static HTML Output Plugin, with 90,000+ downloads
- Conceived, developed and sold the Top 50 China Dropshippers authoritative site, with expressions of interest from big names, such as AliExpress.com
- One of the first in the world to have used true 3D cylindrical modeling in Flash animations
- Managed over 500 niche WordPress sites for a \$25+ million a year operation
- Hired 90+ development team members for a successful e-commerce startup, zalora.com.ph
- Developed scrapers to extract data from websites of over a million pages
- Automated the impossible - wrote a modern automated testing tool for a 30 year old Windows GUI app

### **Skills**

Leon codes in whatever language is right for the job, be it PHP, Python, Ruby, C#, Bash, AppleScript or others. He is not so good at Haskell!

He has worked on large projects in Zend, CodeIgniter, Yii and CakePHP, along with custom frameworks, legacy spaghetti code and many frameworks in other languages besides PHP.

He has specialised in automation over the past 5 years, both in the DevOps and Test Automation fields.

### **Development ideologies**

Leon believes in being simplistic in designing and pragmatic in implementing software solutions. Just because you can use a complex, shiny tool, doesn't mean you should.

He naturally gravitated towards and later learned the theory of Behaviour Driven Design and Test Driven Development, where breaking down problems into their possible inputs and expected outputs eliminates a lot of potential for bugs and redevelopment costs.

### **Career ambitions**

Having experienced roles from the business to development side, Leon prefers to be hands-on designing and implementing solutions. With his open source project being in PHP and a large chunk of the web running on it, he's refocusing on becoming a PHP specialist, bringing back his skills in rapid development, infrastructure and test automation that were experienced most in Rails shops.

### **Personal ambitions**

Leon and his partner share a passion for social change and waste management, having put a lot of effort into plastics cleanup and upcycling projects. Their dream is to have a house on a quiet bit of land in the bush, living sustainably and one day going to explore Europe.

**Leon Stafford** - AUS citizen - [leonstafford@protonmail.com](mailto:leonstafford@protonmail.com) - 02 2356 2939 - <https://leonstafford.github.io>  
Driver's license - Valid QLD unrestricted license, including full motorbike

## **Employment history**

2017 saw Leon predominantly volunteering for social change and working on some open source projects as a means to keep his keyboard fingers numble. Roles prior to this are listed below. References available upon request.

### **DevOps Engineer**

CRS Software (contracting as Masterton Open Source Technology)

*Jun 2016 → Oct 2016*

Contracting out to his former employer, he designed, implemented and optimised infrastructure for a modern, cloud-hosted web application. Trying to remain pragmatic and finding a healthy balance between simple and flexible tooling and processes.

### **QA Automation Lead**

CRS Software - New Zealand's leading farm financial planning software

*Jul 2014 → Jun 2016*

Leon was brought in specifically for test automation within an Agile team. Whilst achieving this, he looked at the current SDLC and sought to strengthen the areas needing most attention at the time. This saw him working in the design/planning phase, through to development and system monitoring.

### **Test Automation Lead**

Xero - the accounting software company taking on the incumbents

*Oct 2013 → Jul 2014*

Leon was tasked with the ambitious job of changing the testing culture across teams and skill up manual QA Engineers to use BDD and automation tools in a more efficient process. He resided with the Reporting team to help plan and build new features.

### **Project Manager / Product Manager**

UniversalTech Inc. - an umbrella company for some massive web operations

*Oct 2012 → Mar 2013*

Worked in a product development team striving to be agile and sometimes wearing the hats of developer, UX consultant and internet marketer. His assigned client was ExploreTalent.com, where he was on the team tasked with taking a 10+ year established and profitable website with over 7.5 million users and bringing it inline with modern websites to enhance UX and profitability.

### **UX Developer**

MakeUseOf.com - a sub 1,000 ranking site in Alexa

*2012 → 2012*

A large trafficked site, there were ample opportunities to put on his problem solving hat and work with other developers to put out fires and implement new features. He gained his first experiences with gamification at MakeUseOf.com and the ins and outs of integrating Javascript based social and user management systems.

### **Product Manager**

Zalora.com.ph - the Philippines' largest online fashion store

*Jan 2012 → Aug 2012*

Responsible for rapidly rolling out the client and admin sides of our web app, whilst facilitating the technical needs of the other business divisions. Liaised with the framework team out of Berlin and hired over 90 local software development staff to work in Agile teams.