

# Ollie Rogers

## Senior Software Engineer: Catapult

Software Engineer with a strong background in UI design, front end development, UX and project management. Skilled in bridging the divide between business and engineering/design, whilst improving understanding and project delivery. Keen coder, people person, rapid learner, committed to continuous improvement and best practice. Dabbles in watersports & BJJ in spare time.

### Skills

Leadership, management, front end development, UI design, project management, mentorship, coaching, critical thinking.

### Tools

Javascript, Typescript, React, Redux, Jest, GraphQL, Apollo, Gatsby, Webpack, Ruby, Rails, Node, Contentful, CSS, (LESS/SASS/stylus), Bootstrap, Sketch, InVision, Adobe CS, Trello, Asana, Jira.

## Catapult: Senior Software Engineer Jun 2019 - Present

### Projects/achievements

Employer to lead the front end development of Catapults B2B facing application. Primary projects included; Working with the design team to establish a common design language and design system that was then carried across to a shared component library (React, Jss) and used across all of Catapults web projects. Led the roll out of a new brand across Catapults web based platforms. Led the rebuild of a newly rebranded website using Gatsby.

Technologies and tools used: ReactJs, Apollo, Redux, jest, GraphQL, Rails, SASS.

## Ratio: CTO Jan 2018 - Jun 2019

Reporting to the CEO and Board at Ratio, my responsibilities as CTO have been:

- Managed a team of 4 Engineers.
- Owned business critical functions such as cloud infrastructure, service availability, software budget, research & development projects.
- Translated business objectives into technical goals. Provided context to the team engineering team around business objectives.
- Managed and prioritised product backlog.
- Managed external technical suppliers.
- Hired new developer talent.

### Projects/achievements

I led the design and build of the UI for ClearChoice, an award winning consumer credit comparison product, think skyscanner.net but for loans. The front end was built using React/Redux with a backend in node.js. Clearchoice involved a highly iterative build process across the whole user journey from application to end result. It currently processes 2,000+ loan applications per day.

I led the rebrand and rebuild of choosewisely.co.uk, running sprints to turn around a new brand and website inside 6 weeks. We rebuilt the front end using react.js/redux and sped the site up inline with recommendations from Google.

## Ratio: Chief Creative Officer: May 2014 – Jan 2018

### **Projects/achievements**

I hired, led and managed a team of designers and front end developers responsible for designing and building customer facing and internal web applications. I also introduced git/github, node, sass, design thinking, UX process, sketch and rapid prototyping. In 2017 Ratio was recognised in the Times Tech Track top 100 fastest growing companies in the UK.

I led the implementation of an in-house User Testing testing lab to feed hypothesis into our product backlog. I planned and facilitated UX testing sessions for choosewisely.co.uk. I then led my team in using A/B testing (Google analytics, Google Optimize) to validate hypothesis generated from the data we collected, both qualitative and quantitative.

I played a part in building Briefd, a gentleman's underwear subscription service. We started with a bolted together holding page and a first order of 4 pairs of underwear and grew it to 400 monthly subscribers inside one year. I led the branding, tone of voice, website design/build and packaging design. Optimised the online ordering process and took Briefd to MVP. Unfortunately, Briefd did not fare well at scale and we closed the business in 2017 after shipping close to 5,000 pairs of underwear.

I was also involved in Remora, an exit intent business targeted at improving on-site conversion for e-commerce businesses. This project failed and was one of the most valuable experiences I've had in my professional career. In the process of trying to get Remora off the ground I learned invaluable lessons on how to validate a product, prioritise the right kind of work, and recognise when a team is successfully failing.

## 3EV: Front end developer: May 2012 – Jan 2014

Worked as part of a tight knit agency team designing and building prototypes, user interfaces and front end frameworks from spec. Clients: Lufthansa Services Group, Twinings, Telenor, Guildhall School of Music & Drama.

## Richmond Group: Front end developer: Nov 2011 – May 2012

Worked as part of a team of designers & developers to deliver the front end of the Richmond Groups start-up "The Ratio Network". An Affiliate marketing network aimed at the personal finance sector. It was my job to ensure that the sites we delivered were as usable and beautiful as they were efficient.

## Intergage: Designer & Front End developer: March 2010 - Nov 2011

Design and front end development in a fast paced agency environment. Also managed web projects for small to medium sized businesses.