PAUL WHITTINGTON

FULL-STACK DEVELOPER

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SUMMARY

An experienced developer with a proven track record solving problems and delivering complex projects for a wide range of industries over a 20-year career. Extensive experience in php, mysql, html5, javascript and CSS. Exposure to most frameworks, approaches and secondary skills required to produce secure, high quality and robust solutions

WORK EXPERIENCE

Populate Ltd   2006 - present

Lead developer for content management and ecommerce platform.

- Responsible for all aspects of the project from security and strategy to UI and design.
- Led a small team of front-end developers who built client sites using the platform.
- Liaised with clients to take sites from concept to reality.

Technologies:

A traditional php project: PHP8.x HTML5, CSS3, javascript (Jquery). Template driven. AJAX, JSON, Restful APIs for incoming and outgoing data. dynamic image management including next-gen formats and source-set. I have developed Node and Laravell front ends to deliver content from the various (MySql) databases into customer sites, to leverage the flexible data structure of the bespoke admin. Google maps, Google charts, Google translations, Adwords, Analaytics. PHP office import/export. Dynamic PDF creation. Multiple payment gateways.

Key features:

The project has been scaled over time with increased functionality being continuously added to accommodate changes required by the customers, to keep up (or ahead) of the competition, to meet the current expectations on compliance and to maintain and manage security.

The system was designed from conception to fill the gaps in the competition's offerings (mainly, Shopify, BigCommerce and Woo) in terms of being multilingual, multi-currency and to offer a more seamless approach to shipping, dispatch, stock control, cross-border selling and compliance than their plug-in based approach. Recent implementations of ChatGPT allow customers to generate content, auto generate translations as a starting point for international content. A new caching system was created last year to massively increase the delivery speeds to maximise SEO scores.

Customers included:

Amazon, Sony, Motorola, Energizer, though the primary focus of the platform was to provide a low-cost route for small businesses to compete with their larger competition.

Promotions Interactive   2015 - 2022

Lead developer for a promotion specialist company.

- Developed an environment to allow the rapid creation and deployment of short shelf-life websites to support packaging and point-of-sale based promotions.
- Managed the legal and compliance requirements of a heavily regulated industry.
- Created robust user interfaces to allow the seamless user experience required by large bluechip companies and a sometimes massive volume of traffic generated by prime-time TV adverts.

Technologies

Mainly traditional PHP/MySql/HTML/CSS/javascript. Later projects were delivered on AWS using RDS and elastic beanstalk. I also oversaw and managed node and Laravell implementations.

Customers included

Amazon, Coke, Cinch, Kellogs, Starbucks and many more.

Key features:

QR codes, SMS messaging, form entries, user validation, prize allocation

Golden Moments   2005 - present

Lead developer for a global gift experience company.

- Developed a multilingual, multicurrency ecommerce platform to manage the purchase and fulfillment of experiences across international borders.
- Developed SEO and marketing strategy to keep costs down in a low-margin industry.
- Developed systems to manage, audit, control and maintain 47,000 products.

Technologies

Traditional PHP,/MySql/HTML/CSS/javascript. Template driven. Restful APIs, JSON, SOAP, Created incoming and outgoing feeds in various languages and implemented many international payment gateways.

Key features

This is a Populate hybrid and many of the features are the same. Requires some creative solutions to the problems of purchasing, selling, paying tax and delivering across borders to avoid costs excessive costs and to avoid the pitfalls of currency fluctuations selling vouchers that might not be redeemed for 18 months and the issues of currency fluctuations.

STRENGTHS

- A proven track record finding robust solutions to complex problems.
- A background in design for a higher quality end product.
- An ability to adapt and a versatility from years in a small company environment.
- Key technologies include PHP, MySql, JavaScript (jQuery).

EDUCATION

Royal College of Art, London   **1998 - 2000**

Master's degree - On-screen design.

PORTFOLIO

Please view the projects below to get an understanding of the range and quality of my projects

- demo.populate.co.uk - A demo store that I set up to show the capabilities of the Populate system.
- www.populate.co.uk - Use the 'try it' link in the top nav to create a free trial website where you can use the admin system that manages a site like the demo store above.
- www.goldenmoments.co.uk - A bespoke ecommerce store with a particularly complex pricing and tax set-up, 47,000 products over 20 countries and 12 languages.
- www.boyriven.co.uk - A bespoke ecommerce built to a specification and visual supplied by a design agency.
- www.extensive.co.uk - An example low-cost ecommerce site.

PERSONAL INFO

Living in Walton on Thames, Surrey
Father of two girls
Clean driving license
Passtimes: Running