

## Skills

### Highly Competent In

- > **Middleware Development & Management**  
Connecting disparate systems, facilitating data exchange & abstract complexity via enterprise integration patterns such as API Gateways & AMQP.
- > **Object Oriented & Functional Programming**  
Backend/Frontend development for features of each paradigm such as inheritance + polymorphism, state + stateless via languages such as: PHP & Node.js.
- > **eCommerce Platforms**  
Adobe/Magento Certified Expert Developer. Shopify Headless Developer. WooCommerce.
- > **Headless & Coupled/Monolithic Development**  
Backend/Frontend programming content management through APIs.
- > **DevOps**  
DNS, SSL certification, Migration, Deployment Strategies, Serverless + Serverfull Infrastructure management with services such as AWS, Digital Ocean, Cloudflare & Vercel etc.
- > **Development Environments**  
Primarily Linux based systems such as BASH, WSL, Zsh; but not limited to, via NIX & Docker containerisation.
- > **Database Engineering**  
Non & Relational database design, management, modelling, security etc via query languages such as MySQL, NOSQL, GraphQL.
- > **Modern Frontend Stack**  
Development in JavaScript/TypeScript frameworks such as React, Angular, Knockout.JS etc. State management. CSS Framework & Preprocessors like SASS & SCSS. Build tools such as Webpack. Responsive Web Design. Version Control + Workflows such as GIT & GITflow.
- > **Large scale eCommerce Knowledge**  
B2B, B2C, Wholesale, Multistore. Multicurrency, Internationalisation etc. Worked with large scale clients including: Puma, Stussy & Cadbury.
- > **Project Management + Agile Principles**  
Client facing scenarios, scoping + estimation, design to development, UI, scrum boards, tracking & workflow management via tools such as Jira.
- > **SEO**  
Google Analytics GA4, GTM, SEO Design Principles, Core Web Vitals, Website Authority & Search Rankings.

### With Knowledge In

- > Google Cloud Services
- > End-To-End Testing / Unit Testing
- > Adobe Photoshop + Illustrator CS6
- > CommerceTools
- > Unity 3D
- > Maya 3D
- > Blender 3D
- > Xcode
- > Swift / Objective C
- > Android Studio
- > Java / Kotlin
- > HTMX / Web Components / JSDoc
- > Qt for BlackBerry

## Employment

### Convert Digital

- 2017 - 2025 | Melbourne, AU  
Adobe/Magento Lead & Manager
- > Scoped, built & maintained Magento 1 & 2 projects from the ground up, as well as building on existing code-bases.
  - > Contributed to technical decisions in the development process.
  - > Software quality assurance and testing.
  - > Regularly delivered information to colleagues and clients of various levels of understanding, both written & verbal.
  - > Development of technical documentation.
  - > Scope, build and maintain bespoke and complex integrations with Magento and POS platforms.

### Zeta Agency Ltd

2013 - 2017 | Poole, UK  
Full Stack Web Developer

- > Scoped, designed, built & maintained bespoke responsive CMS and eCommerce sites
- > Built bespoke automatic newsletter distribution, custom Application Programming Interface (API) for mobile apps, banner adverts and send-out campaigns.
- > Regularly client facing, communicating people of various levels of understanding.
- > Sent overseas to build upon and improve a Customer Relationship Management (CRM) system for a major electronics components company; using languages previously unknown to me.
- > Internal training of development process for junior staff.
- > Native Blackberry competition app developed single-handedly under short time constraints, for an event held in Birmingham's NEC arena.
- > Regular internal projects, including Spotify apps and electronic component development for office use.

### Ratio Network

2012 - 2013 | Bournemouth, UK  
Middleware PHP/SQL Developer

- > Adhered to strict programming and testing standards.
- > Contributed to an on-going internal affiliate network.
- > Designed and built systems that facilitate business goals.
- > Problem solving and debugging.
- > On-going monitoring and maintenance of sites and systems.
- > Practiced peer reviewing and partner programming processes..
- > Offer ways to apply new, useful technology into the business.

### Ludus Interactive Ltd

2012 | Bournemouth, UK  
Creative Director - Start-up company created by myself and a colleague.

- > Scoped and developed game prototypes using 3D software.
- > Designed, built & maintained CMS websites.
- > Managed lead generation, marketing, budgeting and accounts.
- > Built Shopify sites for small businesses.

## About Me

### Education & Certifications

- > 2021 - 2023  
Adobe Certified Expert Commerce Developer
- > 2009 - 2012  
Bournemouth University  
Interactive Media Production  
BA Hons 2:1
- > 2007 - 2009  
Richard Huish College  
A-Level Media Studies - B  
A-Level Sociology - B  
A-Level Psychology - C  
AS-Level Business Studies - C
- > 2002 - 2007  
Heathfield Community School  
11 GCSE's, Grade A-D

### Personal Projects

- > HMRC P87 CRM integration & serverless application with OCR.
- > Text-based adventure web application.
- > eCommerce site for natural cosmetics company.
- > Custom themed Wordpress site in under 40 hours.
- > Online multiplayer 3rd person shooter prototype.

### Other Experience

- > 2012  
Assistant technician and tutor at Bournemouth University.
- > 2011  
BBC News Points West internship including: camera work, post-film editing and graphic design.

### Hobbies

- > Web, app & game development. Learning new trends and technologies in the industry.
- > Gymnastics strength training.
- > Travelling.
- > Surfing & other extreme sports.

### References

Available upon request.