Email: lukesampsonsearle@gmail.com | Website: www.sslukess.xyz | Ph: +43 664 99101855

Luke Sampson Searle

Professional Profile

Bio

Hi. I am a diversely skilled software professional with over six years of experience designing, building, shipping, maintaining and talking about software applications in an Agile setting. I am passionate about superior user experiences, professional software engineering, elegant solutions, high-performing and fun teams, and shipping valuable products to real-world users.

Technical Skillset

- **Languages/Technologies:** *TypeScript, JavaScript, React, C#, GraphQL, CSS, HTML, Git, Docker*
- **Frameworks:** *NextJS, Gatsby, Node, ExpressJS, Styled Components, ASP.NET, Storybook, Vite, Jest, Testing Library, Redux, Webpack*
- **Platforms:** *Github, GitHub Actions, Okta, Netlify, Contentful, Figma, Jira*

Professional Experience

</> Sales Engineer *- INSTANDA, Mar 2024 - Present*

In this role, I lead/manage the Technical Pre-Sales (TPS) team within the EMEA region. Using my technical knowledge of web applications and commercial software, my team of sales engineers and I support the business's sales operations.

> Key Achievements - Successfully delivered

- **Demo Suite Build**: *Managed a comprehensive suite of production-quality demo products utilising new and existing components with live integrations.*
- **Engaged with large software sales processes:** *Worked alongside the sales team to run large commercial software sales processes with prospective clients.*
- **Embed Agile methodology based best practices:** *Created processes following Scrum concepts to ensure constant improvements to both team processes and team-owned products.*
- **Designed platform features:** *Performed analysis on high-level client requirements and created detailed user stories, acceptance criteria, and user behaviours ready for the engineering team to build into the platform.*

> Core duties

- *Own and maintain demo product suite*
- *Design and present custom technical solutions to prospective clients to address their product needs*
- *Own and drive all technical elements of the sales process*
- *Deliver high-quality product demos to prospective clients*
- *Manage and lead a team of Sales Engineers*

</> Software Engineer *- Fitness and Lifestyle Group,* *Aug 2022 – Feb 2024*

After leading product requirements and planning at FLG Digital (see below), I moved to an engineering role, using my technical skills alongside my analytical skills to deliver great solutions within the Scrum team.

> Key Achievements - Successfully delivered

- **Facial Recognition physical access feature:** *facial recognition driven feature across NextJS app and Okta customer record.*
- **E-commerce product rebuild:** *Multiple e-commerce enhancements to subscription term and fee structure across NextJS app and BigCommerce PMS.*
- **UI Library design pattern and component extension** *- Modernise existing custom React UI library (React Storybook) and contribute numerous new functional components (React/Bootstrap/Styled Components) and unit tests (Jest/Testing Library).*
- **Technical upgrades across multiple products and applications:** *Complex major dependency version upgrades to multiple products across the SSG site, e-commerce and member portal apps.*

- **Build and maintain multiple CICD pipelines and environments** - *Complex, layered stack servicing four brands using white labelling accomplished via automation pipelines using GitHub Actions, Netlify and Octopus to achieve theming and endpoint/token injection.*

> Core duties

- *Work alongside multiple Product Owner to ensure product requirements are understood and delivered during the sprint*
- *Guide a team of developers to split up and deliver sprint items*
- *Package product iterations, coordinate and run releases and maintain multiple environments across various products*
- *Own security and technical upgrades across all front-end products to address technical debt*

</> Technical Analyst - *Fitness and Lifestyle Group, Dec 2021 – Aug 2022*

I joined Fitness and Lifestyle Group as the lead Technical Analyst in their Digital Product team. Leveraging my technical expertise and business stakeholder collaboration skillset, I delivered top-notch digital solutions with the Scrum team.

> Key Achievements - *Successfully delivered*

- **Digital Access Control:** *Stack-wide, Greenfield product to enable members to enter their club using their phone*
- **Ecommerce Add Ons enhancements:** *Enhancement to Online Join portal to allow for cross-selling of personal trainer sessions*
- **Web-Based In-Club Screen Displays feature:** *Dedicated, dynamic per-club URL end-points used to display high-priority information to members on large on-premises screens.*

> Core duties

- *Lead technical solution design for the complex, custom technology stack*
- *Design and run sessions to understand business needs and requirements*
- *Design, own and embed best practices for technical product documentation across the business.*

</> Implementation Lead - *INSTANDA APAC,* Nov 2019 – Dec 2021

I assumed a leadership role at INSTANDA. This role required me to manage a skilled resource team to implement web-based insurance technology solutions.

> Key Achievements - *Successfully delivered*

- **Multi-product broker portal:** *Designed and implemented toolset and process for the migration of 150 broker users and ~A$15M worth of policies for Industry-leading Professional Indemnity Underwriter*
- **Removals insurance product:** *public-facing and client administration tool for market-leading insurer in Australia*
- **Farm insurance product POC:** *Broker tool for Industry-leading farm insurer/carrier*

> Core duties

- *Design solutions to complex client problems*
- *Lead a small team to build solutions using standard web technologies and the INSTANDA platform.*

</> Analyst Engineer - *INSTANDA APAC,* Aug 2018 – Nov 2019

During this role, I worked as part of a small team to deliver bespoke solutions for clients. I was responsible for documenting product requirements and building applications/features using open web technologies and the INSTANDA platform.

> Key Achievements

- Engaged with projects located in Australia, London and Tokyo

> Core duties

- Designed and built features aligned to user stories and acceptance criteria.
- Developed solutions with Web Development Standards

Education

</> Mathematics - Bachelor of Science

University of the Sunshine Coast, Queensland, Australia