

# Luke Sampson Searle

## Professional Profile

### Bio

*I am a diversely skilled software professional with over six years of experience designing, building, and talking about software applications in a professional capacity. I am passionate about superior user experience, elegant solutions, high-performing teams, and shipping actually-valuable products.*

## Professional Experience

### Solutions Engineer (Manager) - INSTANDA, March 2024 - February 2025 (Vienna, Austria)

*In this role, I lead the Technical Pre-Sales (TPS) team within the Europe, Middle East and Africa (EMEA) region. Using my technical knowledge of web applications and commercial software, my team of sales engineers and I owned the business's technical 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/Scrum methodology based best practices:** Created processes following Software Development best-practices 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

- 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.
- Own and maintain demo product suite.

### Software Engineer - Fitness and Lifestyle Group, November 2022 – February 2024 (Brisbane, Australia)

*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 CI/CD 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 Business Analyst - Fitness and Lifestyle Group, December 2021 – November 2022 (Brisbane, Australia)

I joined Fitness and Lifestyle Group as the lead Technical Business 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.

## Lead Implementation Analyst - INSTANDA APAC, November 2019 – December 2021 (Brisbane, Australia)

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.

## Configuration Business Analyst - INSTANDA APAC, August 2018 – November 2019 (Brisbane, Australia)

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.

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## Education

### Mathematics (Bachelor of Science) - University of the Sunshine Coast, June 2013 – June 2017

During my study I focused heavily on applied and pure maths, while also gaining broader experience in the natural sciences.

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## 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

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## References

To respect the privacy of my referees, their contact details are available upon request.