

Professional summary

Results-driven full-stack Software Engineer focused on CRM and client-based web applications, dedicated to creating efficient, scalable, and user-friendly solutions. Adept at solving complex problems both independently and within collaborative teams. Seeking to contribute to innovative companies by enhancing their digital products while continuously refining and expanding my technical skills.

Experience

Full-Stack Software Engineer

Direct Business Group | Jan 2024 – Present

Automation centred CRM

- Collaborated with team members to design and implement a dynamic sales pipeline using a Kanban board interface, optimizing how key sales data is presented and handled.
- Streamlined the sales process by automating data handling on the backend, allowing for the removal of redundant inputs, cutting lead entry time by 30% and simplifying workflows by making intelligent assumptions based on existing data.
- Developed a staff-facing page mirroring customer portal data, enabling real-time data management and synchronization via WebSockets, while allowing staff to create new customer accounts remotely.

Sales Admin Platform

- Solely led development of a new internal system, handling architecture, configuration, and core implementation through to MVP delivery.
- Collaborated to Introduce a modern UI with table views, quick actions, and task management, cutting task times by 40%.
- Implemented automation for supplier/customer communications, improving efficiency across key workflows.

Prospect Search Tool

- Built an internal tool for staff to identify and qualify potential business leads by aggregating data from multiple third-party APIs.
- Integrated directly with the internal CRM, allowing staff to convert prospects into active leads with minimal friction.
- Implemented advanced filtering and segmentation options to help staff surface high-quality, relevant prospects and streamline outreach, driving a 20% increase in qualified leads.

Junior Software Developer

Direct Business Group | Jul 2023 – Jan 2024

Customer Portal

- Implemented multiple front-end redesigns in collaboration with designers and developers, translating mockups into interactive, responsive user interfaces.
- Developed a meter lookup system that integrated with a third-party API, simplifying the process for customers to add and manage meters, enabling a 10% increase in self-serve on boarding.
- Adapted an existing graph analysis system to integrate with the portal, managing complex data calculations using state storage and ensuring compatibility with the new technology stack.

Auction Platform

- Led front-end refactor for desktop and mobile, integrating customer- and staff-facing interfaces on a shared backend for seamless data flow and consistent UX.
- Built a booking system with Microsoft Calendar integration to automate meeting scheduling and sync auction details across both platforms.

Skills

Programming languages: HTML5, CSS3, JavaScript, C#, SQL

Libraries and frameworks:

React.js, Vue3, Next.js, Nuxt.js
SASS, Handlebars, TailwindCSS, Shadcn. TypeScript, NodeJS, ExpressJS, AdonisJS, PostgreSQL

Tools and platforms: Heroku, Git, Docker, Postman, PG-Admin, Notion, Photoshop, Unity

Education

Web development BSC, Falmouth University (1st)

September 2020 –July 2023

Relevant modules completed:

- Cloud computing
- Web applications
- Web technologies
- Digital innovation
- Major web project
- Distributed systems
- Development principles
- Research and development: dissertation