

## Digital Architect for all things web-based.

Passionate and professional with 15 years working alongside web-based technologies across a diverse range of sectors. With a strong understanding of User Experience and Information Flow; Systems Integration, CMS Implementation, E-Commerce Solutions and Booking Systems are my forte.

Leading the scoping, requirements analysis and architecture, I am best placed translating the technical into terminology all stakeholders can understand. Producing outcomes that use a mixture of cloud-based, open-source and proprietary systems to execute the delivery to exacting standards.

With a proven, solid track record in developing and delivering complex digital solutions, I am currently seeking a hands-on digital architect position within an in-house or consultancy environment.

- 
- Requirements analysis and web systems architecture.
  - Cloud, IaaS, PaaS and SaaS including AWS and Heroku.
  - Web application and site/information architecture.
  - HTTP, network protocols and topologies.
  - Release and change management, CI/CD and Docker.
  - Systems integration - O-Data/D365, XML, XSLT and SOAP/REST APIs.
  - RDBMS, SQL, MySQL and PostgreSQL.
  - User experience and wireframing including W3C, WAI and best practice.
  - Full-stack development, PHP, HTML, CSS and Javascript.
  - LAMP and LAPP stack environments.
  - OO Principles, MVC, SOLID and DRY development patterns.
  - Unit testing/test-driven development.
  - Full and micro frameworks, Symfony, Yii and Silex.
  - GIT and SVN, GitHub and BitBucket, branching and release strategies.
  - Linux system administration including bash scripting.
  - Apache HTTP Server and NGINX.
  - Messaging/queue systems including RabbitMQ.
  - Waterfall and Agile/Scrum methodologies.
  - Technical project management.
  - Jira and Confluence.
  - Adobe Creative Suite and Axure RP.
  - Website analysis, Google Analytics and GTM.

---

### Senior Developer

Regatta Group • Contract  
Feb 2020 — On-going

- Development, architecture and refinement of an integration platform to support a global ERP launch within the retail sector.
- Business Analysis, refinement and scoping of integrations to support moving from existing legacy On-Prem systems to a cloud-based infrastructure.
- Scalable performance driven approach for live processing of large volumes of data across D365/BYOD, PowerBI, Magento and external partners using a PHP based platform on both AWS and Azure.
- Technical leadership, workflow refinement code/architecture review and sign-off.
- Collaboration between programme agencies, internal development/test teams and supporting handover to internal BAU/service management teams.

---

### Technical Director

Social You  
Aug 2014 — On-going

- Day-to-day coordination and management of the full project lifecycle from requirements analysis to design and implementation for both B2B and B2C projects.
- End-to-end architecture and delivery of robust web-focused cloud-based solutions including E-Commerce, Booking and bespoke systems across a range of industries.
- Vendor sourcing, review and selection of IaaS/PaaS solutions, recommendations for clients and projects.
- Delivered client-facing digital strategy and scoping workshops with senior management and executives.
- Agency promotion, new-business, client relationship management and stakeholder engagement.
- Budget reviews and estimating of private and public sector projects across a range of sizes.
- Production of project documentation, technical and functional specifications and backlog management.
- Sourcing freelancers and contractors, coaching, mentoring, monitoring and encouraging creativity and innovation across all project roles.
- Proposal writing, statements of work, education on technical feasibility and best-fit technologies within the marketing industry.
- Resource management and capacity planning, technical project management, conflict, change and scope management.

**Senior Developer**  
Ordnance Survey • Contract  
May 2013 — Aug 2014

- Architecture and development of high-traffic, high-redundancy applications, providing guidance on technical approaches.
- Defined and developed workflows, automated packaging, deployment processes and configuration management.
- Organised and refactored existing codebases whilst enforcing quality control, reporting and logging for builds.
- Mentored trainees through Zend certification and on best practices across a range of AJAX, PHP and API implementations.
- Took an agile approach to both new feature development and on-going maintenance, working across multiple workstreams and supporting BAU teams.

---

**Head of Development**  
Vanilla Storm • Contract  
Feb 2013 — Apr 2013

- Advised on all aspects of workflow, development, account, project and change management, version control and branching strategy.
- Architected and implemented automated deployments to newly developed staging and showcase environments.
- Technical leadership and mentoring of the wider team on best practice, approaches, business and client on-boarding.

---

**Lead Developer**  
Marmalade on Toast • Contract  
Jun 2011 — Jan 2013

- Lead the scoping and architecture of a distributed high-traffic, high-data E-Commerce platform & API integration.
- Liaised with all contributors to the project, including clients, for the full lifecycle of the project.
- Consulted on the development of solutions for speculative work across a range of CMS and E-Commerce projects.
- Provided technical direction for the agency from current and future technologies to potential employees of the business.

---

**Senior Developer**  
Five By Five Digital • Contract  
Jun 2009 — Dec 2010

- Led the development of several substantial MVC applications, refining version control and project processes.
- Architected and implemented numerous integrations with Payment Gateways, 3D-Secure and Web Services over O-Auth.
- Education to all stakeholders, both internal and client facing, about best practices for development, documentation, maintenance and testing.

---

**Lead Developer**  
Lawton Communications Group  
Oct 2006 — Nov 2008

- Development of digital projects from email campaigns to content managed sites, bespoke and API based applications.
- Led a team of developers through architecture and launch of large-scale CMS managed sites and API integrations.
- Refined and implemented project lifecycle processes to ensure projects were executed as smoothly as possible.

---

**IBM UK**  
Sep 2001 — Sep 2004

- Providing support for the Technical Centre of Competency on web and application development.

**Bsc (Hons) Computer Science (Integrated With IBM UK)**  
University of Portsmouth • September 2001 — September 2004

<https://www.linkedin.com/in/daneastley/>  
hello@daneastley.co.uk • +44 (0)7725 019 668