Daniel James Gadd, BSc

Full Stack Developer based in the UK

0782 8927 501   daniel@djg.email   djg.digital

Summary

10+ years of accomplishments across a diverse portfolio of projects, spanning multiple industries. Notably, played pivotal roles in the development of a tolling platform and several SaaS products. A seasoned full-stack developer proficient with an array of tools, including PHP, TypeScript, Laravel, React, and GraphQL. Adept in taking projects from initial conception, through delivery, to post-launch support and maintenance. Track record of building relationships and delivering commercial value. Proficient at building high performance teams and delivering within lean constraints. Commercially and strategically minded, with senior management experience at director level.

Motivated by the prospect of engaging in large-scale, complex projects that push the boundaries. Seeking an environment that actively encourages and supports career progression, with aligned values and a progressive approach to technology.

Core Skills

- ➜ Full software development life cycle
- ➜ Event driven microservice architectures
- ➜ Test driven development
- ➜ GitOps and CI/CD
- ➜ Agile Coach/Scrum Master
- ➜ Resource planning
- ➜ DDD, event-driven, atomic design

- ➜ PHP, TypeScript
- ➜ Laravel, Symfony, WordPress
- ➜ React, Vue
- ➜ Postgres, MySQL, Redis, Oracle
- ➜ GraphQL, REST
- ➜ MacOS, Linux
- ➜ Docker

Experience

Senior Software Engineer - Crowdhelix (Sept 2023 - Present)

After spending much of my career in the agency world – and with Land pivoting away from software development, I found a new challenge in Crowdhelix. I joined as their third engineer hire and quickly began to build my squad and help fill the other squad with talent. My prior experience was quickly recognised outside of the engineering department, and I was added to the management community, where I

engaged with other departmental leads and the senior leadership to develop the business' strategy and address its challenges.

Key Responsibilities

➔ Servant leader to a squad of 4, removing blockers and maintaining momentum
➔ Introduced and run a weekly 121 process that allows fast and frequent bi-directional feedback
➔ Promoted and facilitated communication across all of the teams in the department
➔ Engaged with product and design teams on the evolution of the legacy platform
➔ Engaged with product and design teams on the replatforming effort and future service offerings
➔ Engaged with the ML team on the replatforming effort and future service offerings
➔ Developed and refined processes, including introducing large scale changes to our regular ceremonies and rolling out an RFC format

Key Achievements

➔ Oversaw the recruitment and onboarding of 5 new engineers
➔ Proposed and provided high-level designs for a new event-driven, service-oriented architecture
➔ Co-lead the move from a monolith to a service-oriented architecture
➔ Lead the adoption of Laravel
➔ Co-lead the adoption of TypeScript
➔ Co-lead the move towards an internal design-system
➔ Co-lead the introduction of automated tools to improve code-quality
➔ Co-lead the move to a monorepo
➔ Co-lead the move from GitHub projects to Shortcut
➔ Co-lead the development of the training strategy

Technical Director – Land Digital (Jan 2018 - Sept 2023)

I joined Land as a senior developer, becoming part of a large development team that had recently merged together, where I was quickly recognised for my leadership skills and promoted through the ranks. As a member of the senior management team, I have been one of the driving forces behind the company's growth and evolution over the past 5 years.

Key Responsibilities

➔ Oversaw and evolved all aspects of the development process
➔ Grew the dev team to increase commercial capacity, and make outcomes more predictable
➔ Qualified project leads
➔ Specified and quoted projects
➔ Identified, tendered for, and pitched projects
➔ Led incident responses
➔ "Tech owner" in sprint delivery meetings
➔ Delegated work loads and lead scrums

Key Achievements

➔ Designed, built, and integrated bespoke software for a major North East infrastructure provider
➔ Designed, built, and integrated bespoke booking system for holiday rental company
➔ Worked on several SaaS platforms at all stages of their lifecycle
➔ Led the transition from Vagrant to Docker
➔ Led the transition to Typescript
➔ Led the transition to TDD

- ➔ Was a central point of contact for support and technical information within the company
- ➔ Supported and coached team members

- ➔ Led the transition to CI/CD
- ➔ Oversaw team merges during 2 acquisitions (2018 and 2020)
- ➔ Implemented a 121 process for the dev team
- ➔ Implemented a training program for the dev team
- ➔ Implemented peer reviews
- ➔ Implemented coding guidelines
- ➔ Oversaw the transition from Mercurial to Git

Lead Developer – Keltie Cochrane (Feb 2016 - Dec 2017)

I was lead developer at Keltie Cochrane, but responsible for the company's digital operations at large. I looked after development, maintenance, and infrastructure for several large websites as well as dozens of smaller sites. I also led on writing proposals, cost plans, and specifications, as well as being the face of the company's digital operation.

Key Responsibilities

- ➔ Took projects from conception to delivery
- ➔ Quoted and specified new projects
- ➔ Ensured we tracked profit when delivering projects
- ➔ Project managed the technical delivery of projects
- ➔ Managed and maintained legacy projects
- ➔ Managed stakeholder expectations
- ➔ Managed client expectations
- ➔ Supported and coached team members

Key Achievements

- ➔ Built a bespoke tiled vector map, from a bespoke set of illustrations for a major tourist attraction
- ➔ Built a heavily animated site for a specialist VR provider
- ➔ Built a heavily animated site for a student accommodation provider
- ➔ Transitioned to Agile principles
- ➔ Implemented budget tracking
- ➔ Defined DevOps and GitOps processes
- ➔ Transitioned from manual FTP deployments to automated CI/CD
- ➔ Built and maintained a boilerplate to reduce project costs

Senior Developer – All (Apr 2015 - Dec 2015)

I joined All as a senior developer with a view to being the technical lead on projects, putting my broad skillset to work on moulding internal processes and driving the team's output. I was a client-facing member of the team, and gave the company some much needed technical expertise.

Key Responsibilities

- ➔ Inhouse technical lead

Key Achievements

- ➔ 2 Cordova based mobile apps

- → Project managed
- → Managed stakeholder expectations
- → Managed client expectations
- → Reported to stakeholders on progress
- → Provided much needed technical skills to the team
- → Took client meetings
- → Manned client support channels
- → Coached team members

- → 2 large e-commerce sites
- → Re-wrote the company's hosting terms
- → Implemented weekly traffic light meetings to ensure stakeholders had insight into progress

Senior Developer – Zeco Energy (Feb 2014 - Apr 2015)

I joined Zeco as a mid-weight developer, and was promoted to my senior position within 5 months; I temporarily assumed the lead developer role for ~3 months, while I recruited a lead developer to go in above me and a team to slot in beside me. I continued to hold day-to-day control for the majority of my tenure, having spearheaded all ongoing major initiatives, before handing over control upon completion.

Key Responsibilities

- → Managed day-to-day operations
- → Led scrums
- → Scheduled work
- → Triaged issues
- → Oversaw maintenance
- → Oversaw deployments
- → Led incident responses
- → Oversaw testing and quality assurance
- → Managed stakeholder expectations
- → Exported data for the reporting team
- → Supported and coached team members

Key Achievements

- → Recruited and built a team (including recruiting a lead developer)
- → Oversaw the addition of the company's 2 biggest clients, and the bespoke work that that entailed
- → Proposed, specified, and implemented a complete rebuild of the company's software, transitioning away from a ColdFusion codebase returning pre-rendered pages, to a PHP RESTful backend driving an AngularJS frontend
- → Developed a widget based dashboard
- → Refactored reports in to the AngularJS based system
- → Developed several bespoke reports and dashboards
- → Developed a rule based early warning notification system
- → Provided extensive assistance with regards to the company rebrand

Developer – The Roundhouse (June 2011 - Feb 2014)

Primarily a web developer, I joined The Roundhouse for my work placement while at university. During my employment, I honed my skill set and became an integral member of the team - playing core roles in some of the company's larger contracts.

I was asked to stay on part time while I returned to university for my final year, and was offered a full time contract on completing my course.

Key Responsibilities

➜ Maintained existing websites
➜ Directly liaised with clients
➜ Assisted in the technical directing of projects
➜ Provided technical feedback to the design teams, increasing profitability
➜ Supported and coached team members
➜ Triaged and resolved issues on projects
➜ Provided content management to clients
➜ Provided first line IT support within the business

Key Achievements

➜ Worked on a learning management platform, including the legacy platform and rebuilding v2 of said platform
   ◆ An analytics feature for course videos
   ◆ A feature allowing multiple choice tests to be created
   ◆ A CSV teacher/class/student importer with frontend validation
➜ Built several WordPress websites independently from provided designs

Education

➜ Computing Studies, Upper Second Class Bachelor of Science – Northumbria University
➜ Computing Studies, Physics, Maths, Chemistry – Hartlepool Sixth Form College
➜ Stripe Certified Architect

Personal Statement

I'm naturally curious, and love learning about the world around me. It's a value that drives not only my career development, but also my own personal development. I'm fiercely competitive and highly team oriented, preferring to lead from the front. As a problem solver, I genuinely look for solutions that will be intuitive to others. My love for learning, and my genuine enthusiasm for building tangible things, has driven me to adopt a very hand-on approach in my new home. Lover of cars, and until recently could regularly be found surrounded by car parts and covered in oil!

References

Available upon request.