

## Curriculum Vitae

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### Profile

A software developer with over ten years of experience developing client and server-side applications and a strong knowledge of various Internet technologies. I am a highly creative and adaptable person with the technical ability to make things happen.

In this time, I have been responsible for delivering standards-compliant web development work for both global and local brands and I am proficient developing client-side experience in Javascript as well as a wide variety of server-side languages including Java, PHP, and .NET, including significant MVC framework experience within these languages.

### Qualifications

GCSE Grades received at Omagh Academy:

- A Information Systems
- A English
- B English Literature
- B Geography
- B Mathematics
- B Spanish
- B Technology and Design
- BB Double Award Science

A-Level grades received at Omagh Academy:

- B Computer Systems
- D Design and Technology
- E Geography

### Third Level Qualifications

I was enrolled at Queens University Belfast studying BSc Computer Science in 2005; however, I left this course following the offer of a full-time software development role with Acheson & Glover Ltd.

## Employment History:

PropertyPal.com Limited  
Software Developer

### Nov 2009 – Present

A wide and multi-faceted role within one of Northern Ireland's startup success stories, my duties at PropertyPal.com include programming core features across the front and backend of the product, working alongside the design team to develop UX flows for features.

PropertyPal is currently developed using the Struts2 web application framework (Java) with a Hibernate Data layer on MySQL. In the last three years have migrated away from Struts towards Spring Boot, and I have contributed significantly to the PropertyPal code base across both these frameworks - including parts of the API powering the iPhone and Android apps and building and maintaining console applications for data imports.

In recent years, my specialisation within the company has been on frontend development on the consumer-facing PropertyPal.com, website with much of the responsive web application you see today built and maintained by myself. I am well versed in responsive design techniques, modular javascript design patterns including speed and DOM rendering optimisations. This has also included ReactJS applications - with the most recent React application being the user login section ([www.propertypal.com/my/overview](http://www.propertypal.com/my/overview)) and integration of the PropertyPal Mortgages brand (and Mortgage Pre-Approval system) [www.propertypal.com/mortgages](http://www.propertypal.com/mortgages) - a real-time system that performs a credit check via Experian and eligibility checks customers to facilitates lead generation on this platform. This was delivered alongside one other developer utilising core React features as well global state management using a cut down version of redux (easy peasy) for state management. Other non-client-facing applications have been developed internally using React to provide the support team with tools to streamline workflow and I have provided both frontend React and backend Java API code to deliver these projects. Last year (2021) I helped develop the PropertyPal React native application delivering a new Android and iOS application alongside one other developer which uses redux toolkit for state management and jest for testing.

With that project now complete, the frontend team in PropertyPal have also started to re-develop the core application, moving towards a fully API driven solution, using Next.JS - this reuses much of the shared redux code from the existing mobile app for data access, with web-app, mobile-app, web-ui and mobile-ui packages integrated into a mono-repo. I have championed accessible WAI-ARIA authoring practices for the new website, including educating junior developers and QA teams on what to look out for on fresh PRs.

I have also worked on console-based web scrapers and feed imports for transformation of data from third-party sites to acquire content from our customers. For a period of 3 years, I was accountable for the maintenance and development of the Belvoir Lettings website, ([www.belvoir.co.uk](http://www.belvoir.co.uk)) (built using the PropertyPal core framework) including managing the client relationship with them as well, liaising monthly with the Website Working Group and weekly with the IT manager within Belvoir, prior to the hiring of a full-time project manager. I also pitched to the Belvoir team alongside the managing director to help win the tender,

presenting our own solution from a technical and marketing perspective.

In my current role, I have helped to bridge the gap between the design and development teams in subtle UX implementation details, and have introduced polish sessions to our Sprints as well as atomic design concepts and principles to help aid design and development workflow. This has included developing UI libraries internally as part of this process.

### **Web Design Solutions Limited / dotRetailer Ltd.**

Software Developer

#### **Oct 2007 – Nov 2009**

Role included developing and supporting both traditional and e-commerce related web applications and client-side programs with .NET Framework versions 1.1 through to 3.5, and database development with SQL server, including writing and debugging stored procedures and interfacing with legacy point of sale systems for stock control.

Developed extensible modules for sale (SEO module, Google Analytics E-commerce tracking, and a custom http module for URL rewrites). Introduced faster bulk import program for Stock, resulting in faster stock level updating across each of the websites we had as clients. Also drove through and implemented significant front end refactoring with the legacy codebase.

Websites Included: [www.cult.co.uk](http://www.cult.co.uk) [www.superdry.com](http://www.superdry.com) [www.dv8fashion.com](http://www.dv8fashion.com)

### **Acheson & Glover Ltd**

Web Developer

#### **Nov 2005 – Oct 2007**

Role includes transform photoshop templates into valid HTML and CSS. Coding and maintaining backend business applications including company Intranet, Extranet, and project management applications. Also implemented a customer database application to maintain customer email address, brochure requests and sales leads received via the web developed a code library for my own use in developing OOP .NET applications. Introduced the opening of credit accounts via the website. Drove business forward online through various online and offline marketing initiatives and grew traffic month on month.

### **Netramedia Ltd**

Web Developer

#### **Work placement (12 months)**

During my time at Netramedia Ltd I worked on a variety of different applications including production sites, using ASP. As part of my university degree course, I spent one year in work experience with Netramedia. I developed a number of server side Active Server Page applications and solutions for clients such as Tobermore Concrete ([www.tobermore.co.uk](http://www.tobermore.co.uk)), and a custom implementation forum for the Buzzcocks fan site, integrated with the existing membership system ([www.secretpublic.com](http://www.secretpublic.com)).

## **Skills, Languages and Frameworks**

### **Frontend Skills**

#### **CSS3 / HTML5**

*Responsive Design*

*Semantic Markup*

*Progressive Enhancement*

*Webpack*

As part of my existing role, I create standards compliant, modular and semantic HTML, following our own internal coding style guide. I am well versed on the particulars of semantic elements of HTML5, and Google Structured markup for additional exposure in search results. I have experience implementing progressive enhancement techniques using the latest CSS3 properties, (implementing interactivity via transforms and transitions) on mobile and desktop devices and in implementing responsive designs using CSS media queries.

#### **JS**

*Modular javascript*

*ES6*

*jQuery*

*React*

I am competent writing modular javascript, and have experience building backwardly compatible front-end applications and components for a variety of devices. PropertyPal.com in particular has a business requirement to support IE11 - for the smaller percentage of users on that platform and all of our frontend code-base, including React supports that browser and is progressively enhanced. I have worked with the intricacies of mobile development including an understanding of touch events and how to build experiences that take advantage of device-specific technologies. In the last two years, I have developed reusable React applications and internal UI Libraries helping to lead to faster development cycles.

## **Backend Skills**

### **Java**

*Struts2 Framework*

*Hibernate*

*Spring Boot*

*Java client applications*

### **PHP**

*Wordpress*

*Woocommerce*

*Laravel*

I have previously implemented bespoke solutions on the Wordpress platform, including integration with third-party data, and development of custom plugins.

**Example URL:** [www.amcleanbookmakers.com](http://www.amcleanbookmakers.com) (integrates live betting markets with a Wordpress backend). [www.acheson-glover.com](http://www.acheson-glover.com) - Custom Wordpress solution with custom plugins.

### **PHP integrated with SOAP web service**

I worked alongside another staff member at PropertyPal (2 developers total) to deliver a PHP integration with a SOAP based .NET auction based web service. This web-service facilitates the live bidding on motor vehicles for dealers. This job was outside of contracted hours, and subcontracted to us from Barclay Communications. Significant refactoring from the original developers was performed on this project to deliver it on time.

### **Laravel MVC Framework**

In my spare time have developed my own SaaS product in Laravel and React, which is designed to help businesses obtain more detailed support requests. This has been built, marketed, and shipped solely by myself. ([www.capable.app](http://www.capable.app)).

### **.NET (C# and VB)**

*Windows Client and Server applications*

*Offline WPF applications*

*Entity Framework*

I have previously developed windows client applications and WPF apps for the .NET platform during my time at Web Design Solutions, including a custom uploader for product photography and stock management for Cult Clothing ([www.cult.co.uk](http://www.cult.co.uk)), and using the earlier versions of the Entity Framework. I have also recently completed a .NET web service integration product for Foyle Meats ([www.foyleproducers.com](http://www.foyleproducers.com)) - this was contracted to me on a freelance basis.

### **Third Party:**

*Google Analytics*

*CrazyEgg*

*Optimizely*

*JIRA*

*Jenkins*

*Google Adwords*

*Facebook Advertising Platform*

*Remarketing Feeds.*

*DoubleClick for Publishers*

I have experience in analysing and understanding data from web analytic packages to make informed decisions on direction of a product, and have successfully conducted A/B tests to improve conversion rates. We extensively use issue tracker JIRA for creating stories internally, and I am comfortable creating custom filters and finding my way around the Kanban board as part of the project management process. I have setup, developed and implemented remarketing feeds for Google and Facebook to drive traffic, and have experience in tracking the success of these for customers.

### **Github Profile:**

<https://github.com/ppanthony>

### **Side Projects**

*SaaS starter kit built in React / Laravel*

Currently developing this in my spare time, React toolkit query, Laravel Sanctum for authentication.

*PrettyZucky - React*

A comprehensive history of privacy mis-steps by Facebook. User generated content.

<https://prettyzucky.com>

### **References:**

**Available on request.**