

I design and build things for the web.

Lead Creative Developer with 15+ years of experience building web applications, digital platforms, and interactive experiences.

Equally comfortable designing user experiences, architecting systems, and writing production code, I've delivered everything from enterprise healthcare platforms and workflow automation systems to award-winning websites, e-learning products, and immersive Three.js experiences. My strength lies in understanding business objectives and translating them into elegant technical solutions, combining design thinking with full-stack development to create products that are scalable, performant, and engaging to use.

Career highlights

- 15+ years designing and building digital products
- Delivered multiple award-winning digital products as the sole developer, owning architecture, implementation, integrations, and deployment
- Sole architect and developer of a business-critical operational platform saving 6,000+ hours
- Delivered high-performance websites consistently achieving 90+ Core Web Vitals scores
- Progressed from Front End Developer to Development Director within five years

Core capabilities

- **Creative development:** UI Design, UX Design, Design Systems, Prototyping
- **Frontend engineering:** Vue.js, JavaScript, TypeScript, Three.js, GSAP, HTML, CSS
- **Backend engineering:** Laravel, PHP, APIs, MySQL, Authentication, Integrations
- **CMS & content platforms:** WordPress, Gutenberg, ACF, Headless Architectures
- **Cloud & infrastructure:** AWS, DigitalOcean, CI/CD, Performance Optimisation
- **Product & delivery:** Technical Architecture, Discovery, Requirements Gathering, Stakeholder Management, Agile Delivery

While Laravel, Vue, and WordPress form the core of my day-to-day stack, I don't define myself by any specific technology. Throughout my career I've worked across a wide range of frameworks, CMS platforms, cloud services, and front-end technologies, adapting quickly to whatever is required to solve the problem effectively.

My focus is on building great products rather than championing particular tools. If it's for the web, I can find a way to design it, architect it, and build it.

Selected projects

Global Oncology Collaboration Platform

AstraZeneca via Inizio

Sole developer responsible for building an award-winning global healthcare platform supporting AstraZeneca's multidisciplinary oncology initiatives. Architected and developed a scalable Laravel and Vue application with complex content workflows, regional content management, and cloud infrastructure supporting international deployment. **Laravel, Vue, MySQL, Redis, AWS**

Interactive 3D Brand Experience

Ashfield MedComms

Sole developer responsible for delivering an award-winning healthcare website combining immersive storytelling with advanced front-end animation. Built custom Three.js particle systems, animated 3D model transitions, and a bespoke WordPress CMS to deliver a visually rich yet editable platform. **WordPress, Three.js, JavaScript, GSAP**

Freelancer Management Platform

Inizio

Designed and built a bespoke operational platform that automated the entire freelancer onboarding, allocation, and administration process. Integrated third-party services, real-time collaboration via WebSockets, and workflow automation to eliminate significant manual effort across teams. **Laravel, MySQL, Redis, WebSockets, APIs**

Business Operations Platform

Banana Moon

Designed and built the operational backbone of a fashion and ecommerce business, connecting pricing, suppliers, production, logistics, forecasting, and finance. Delivered a custom Laravel and Vue platform that replaced fragmented paper-based processes and became the company's single source of truth. **Laravel, Vue, MySQL, APIs, AWS**

Custom E-Learning Platform

Joy Futures

Designed and built an MVP learning platform that enabled users to access video-based training content through a modern, user-friendly digital experience. Developed a bespoke Laravel and Vue content management system with custom analytics, allowing administrators to create, manage, publish, and track engagement across all learning content. **Laravel, Vue, MySQL, Digital Ocean**

Experience

Independent Lead Creative Developer

Nov 2020 – Present

Partnering with agencies, startups, and enterprise organisations to design and build digital products, platforms, and interactive experiences. Delivering projects across healthcare, ecommerce, education, and marketing for organisations ranging from startups to global brands including AstraZeneca, GSK, Sanofi, and Janssen.

Outcomes

- Delivered multiple award-winning digital products as the sole developer
- Built enterprise healthcare platforms used by global organisations
- Designed and developed bespoke automation platforms that streamlined operations
- Delivered high-performance websites consistently achieving 90+ Core Web Vitals
- Created immersive digital experiences for conferences, exhibitions, and platforms

Digital Director - Banana Moon

Oct 2017 – Nov 2020

Sole designer and developer responsible for architecting and building a business-critical operational platform that unified ecommerce, production, logistics, forecasting, supplier management, and finance into a single system. Working end-to-end across product design, UX, architecture, backend development, frontend development, integrations, and deployment, I transformed fragmented paper-based processes into a scalable Laravel and Vue platform that became the operational backbone of the business.

Outcomes

- Saved 6,000+ hours of labour annually through automation
- Improved profit margins by 20%
- Increased ecommerce conversion rates by 32%
- Reduced paper usage by 80%
- Created a single source of truth across the organisation

Front End Developer → Development Director - Fantastic Media

Nov 2008 – Oct 2017

Joined as a Front End Developer and progressed to Development Director within five years, leading the technical delivery of websites, digital campaigns, and bespoke web applications for a wide range of clients. Alongside client work, I designed reusable frameworks, development workflows, and tooling that standardised delivery across the agency, improving quality, consistency, and efficiency while supporting hundreds of projects over the course of my tenure.

Outcomes

- Reduced average website development time by 50%.
- Helped transform digital delivery into a profitable core service.
- Enabled the agency to take on larger and more technically complex projects.
- Progressed from Front End Developer to Development Director within five years.