

# Joshua Hales

FULL STACK ENGINEER

## Details

London  
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## Links

### Personal Website:

<https://www.joshuahales.co.uk>

### GitHub:

<https://github.com/JoshuaHales>

### LinkedIn:

<https://www.linkedin.com/in/joshua-hales-227547148/>

## Skills

**Frontend:** ReactJS, HTML5, SCSS, JavaScript, jQuery, Webpack, Gulp, UI Design, Photoshop

**Backend:** PHP, Laravel, MySQL, REST APIs, Django (Python), Docker

**Source Control:** GIT, GitHub, Bitbucket, SourceTree

**CI:** Agile/SCRUM, Jira, Figma, Trello

## Languages

English - Fluent

Greek - Elementary

## Profile

Experienced and driven full-stack engineer with over six years of experience in the IT industry. Proven expertise in collaborating with both large and small teams across various disciplines to deliver high-impact solutions. Continuously seeking new challenges that foster growth and learning, while actively contributing to the success of any organisation and the team. I am eager to join a dynamic team where I can play a pivotal role in driving product development and enhancing customer experiences.

## Employment History

### Full Stack Engineer at YHANGRY, London

FEBRUARY 2022 — PRESENT

Working as part of a highly agile startup, YHANGRY, a marketplace that helps customers book private chefs for various occasions, with a network of over 600 chefs across the UK. The company is backed by Y Combinator. I played a key role in transforming the chef marketplace product, contributing to over 100% year-on-year growth as part of a dedicated team. I focused on developing and maintaining high-quality web applications, leading critical projects, and collaborating with third-party providers. Being part of a small team allowed me to push myself, expand my knowledge, and lead across multiple aspects of the development cycle.

### Key responsibilities:

- Developing and maintaining scalable web applications using frameworks like Laravel (PHP) with MySQL databases and Laravel Nova for backend administration.
- Designed and translated UX/UI designs into quality product experiences with ReactJS (Redux) and Tailwind.
- Led the conversion team to identify blockers, test solutions, and improve conversion rates.
- Worked collaboratively to develop quick prototypes, iterating to achieve optimal results and liaising with customers, chefs, third parties, and internal teams.
- Engaged directly with customers and chefs to understand their challenges and needs, identifying opportunities to enhance the product based on their feedback.
- Uncovered valuable insights through customer interactions, leading to product improvements that contributed to the platform's growth and success.
- Personally implemented Metabase, a business intelligence tool, to track key company growth metrics and provide insights.
- Built and maintained core platform components including lead generation, customer dashboards, messaging, chef tools, and Stripe integration. Created and integrated REST APIs with PHP, optimising databases and enhancing tracking with Google Analytics and PostHog.
- Conducted A/B testing and implemented test-measure-learn approaches with Stable AI for automated end-to-end testing, while performing code reviews and quality assurance (QA) to ensure high standards of code quality and performance.
- Enhanced user communications by integrating Customer.io for emails and optimising Twilio/Bird SMS messages, significantly reducing costs.
- Created innovative solutions using OpenAI technologies to support chefs in submitting high-quality responses and quotes.
- Mentored placements and graduates, fostering their growth and integration into the team.

### Technology stack:

- **Environment tools:** Vite, and Webpack to create static assets.
- **Backend:** PHP, Laravel, MySQL, REST APIs, GCP, Laravel Forge, OpenAI
- **Frontend:** ReactJS w/ Redux, HTML5, SCSS, JavaScript, jQuery, Tailwind
- **CI/CD:** Jira, Git, GitHub, Bitbucket, Laravel Forge, SourceTree
- **Analytics/Metrics:** Datadog, Google Analytics, Metabase, Posthog

## Full Stack Engineer at Dare Digital, London

JANUARY 2019 — FEBRUARY 2022

Working as part of a digital marketing agency across several large clients and projects (such as BMW and MINI, among others). Developing high-quality web-based applications and solutions, updating and maintaining existing applications and components, and liaising with clients and other 3rd party providers.

### Key responsibilities:

- Developed, maintained, and upgraded web-based applications using various frameworks including Laravel (PHP), Pimcore, and Django (Python).
- Implemented scalable and efficient website functionality using serverless technologies such as AWS Lambda to enhance performance and reliability.
- Designed and developed frontend solutions using ES6 ReactJS (Redux) with Bootstrap styled components.
- Crafted beneficial REST APIs and database structures for multiple projects and platforms.
- Integrated and updated website tracking data layers with Google Analytics and Adobe Analytics.
- Integrated and maintained payment checkout systems using industry-leading platforms, Ingenico and Adyen.
- Built and styled email templates with Laravel's Blade templating engine.
- Liaised with clients, 3rd parties, and internal departments throughout the software development process.
- Managed deployments and conducted pull request/code reviews.
- Coached and managed new starters and freelancers.

### Technology stack:

- **Environment tools:** Docker, Parcel, Gulp, and Webpack to create static assets
- **Backend:** PHP, Laravel, Django (Python), MySQL, REST APIs, AWS RDS, GCP
- **Frontend:** ReactJS w/ Redux, HTML5, SCSS, JavaScript, jQuery
- **CI/CD:** Jira, Git, GitHub, Bitbucket, SourceTree, Jenkins, Ansible

## Web Developer at Revive.Digital, Southend-on-Sea

JUNE 2018 — JANUARY 2019

Working as part of a digital marketing agency, primarily across the housing and stock sectors. Developed several robust solutions for new and existing campaigns.

### Key responsibilities:

- Developing website functionality using PHP frameworks, Laravel and Symfony, while liaising with clients and 3rd party providers.
- Creating and maintaining responsive, cross-browser web pages with HTML5, CSS3 (SASS), and jQuery, and implementing htaccess rewrites and dynamic sitemaps to improve SEO rankings.
- Generating statistical data with Material UI components and ChartJS, integrating various 3rd party APIs.
- Creating Cron jobs for functionality maintenance, content updates, and house pricing guides from external APIs.

## Web Developer at NeoGen Design, Dublin

NOVEMBER 2017 — APRIL 2018

Working as part of a small team targeting the print and design industry. Developed and maintained several solutions for new and existing campaigns.

### Key responsibilities:

- Developed reusable PHP and MySQL solutions.
- Created responsive, cross-browser web pages with HTML5, CSS, and JavaScript.
- Met tight deadlines while producing high-standard prototypes for clients.

## Education

### Dún Laoghaire Institute of Art, Design and Technology (IADT), Dublin

2013 — 2017

Academic Qualifications:

- Bachelor of Science (Hons) in Multimedia Systems & Web Engineering.
- Achieved a First-Class Honours/Distinction with a final GPA of 3.9/4.0
- Dissertation: Irish Travel Bot, Natural Language Processing within a Chatbot Application.

### St. Fintan's High School, Dublin

2007 — 2013

Academic Qualifications:

- Leaving Certificate (equivalent to A Levels).
- Achieved 5 Honours: Mathematics, English Literature, Geography, Biology, and Art History.
- Achieved European Computer Driving Licence (ECDL) Certificate.

## References

References available upon request