

www.owenmelbourne.com  
owen@owenmelbourne.com

A passionate well-rounded developer with ~15 years of web build experience starting from MS FrontPage through to PHPStorm, watching the rise and fall of jQuery.

With a degree background in Graphic Communications focusing on the psychology behind user behaviours and experience with an aim to improve conversion rate and customer satisfaction.

Working in an agency for the past 7 years striking a balance between aligning business goals with creating great end products for our customers, being the driving force in introducing new technologies, methodologies and practises enabling increased quality, efficiency and return on investment for all parties - understanding the balance between best practice and realistic deadlines/expectations.

## **Experience**

### **Laravel**

Laravel Certified - [2018-03-05](#)

Daily usage of Dusk, Horizon, Passport, Scout, Socialite, Telescope, Nova, Forge, Echo, Mix, Spark, Valet and Statamic.

Project lead on various products including; Ideation platforms, Bespoke CRMs, Hospital planning applications, Food ordering systems, Compliance-orientated guest books, Browser error tracking platforms, Fuel consumption and Costing platforms, Educational games, Spotify collaboration tools, User story and Project management tools, Time-keeping and Resource/Profit reporting tools, Automated browser testing tools, Car-part brokerage systems, Secure server credential systems.

### **WordPress**

Regular exposure to creating completely bespoke WordPress websites - leading internal projects to create highly functionality and efficient WordPress tool-kits by integrating various Illuminate components to support the builds such as Encryption, Database Models, Caching, Mailers, Validation etc to create a more versatile code-base and tool-kit to produce robust and flexible bespoke WordPress builds.

Experience on a wide variety of business sectors such as Insurance brokers, Private hospitals, Waste management, eCommerce, Science portals, Brochure websites etc.

### **Kohana**

A legacy framework which we still support based off Code Igniter, having built various systems including working with Peter Jones for a Dragons Den project, multi-lingual eCommerce stores, Intranets and Brochure websites etc.

### **PHP**

Experience from version 5.4 through to 7.3 including updating legacy code-bases.

### **VueJS - SPA/PWA**

Google PWA Certified - [Search "Selesti"](#)

Highly experienced in using Vue - from releasing to my open-source packages, to running training days to on-board other team members via workshops and 1-2-1s. Well versed in SFC, SPAs and inline-templates, as well as working closely with the vue-cli and testing using Jest.

Completed a Google PWA training course to gain certification to help supplement the above making Selesti one of the only few recommended PWA agencies in the UK.

### **React and React Native**

Have regular exposure to both React and React Native, having build various apps ranging from Child Bereavement apps to provide coping mechanisms, Synchronised Golf apps to help clubs run tournaments and players record scores, Talent and Modelling portfolio tools.

Have also worked alongside the NHS to create an application to provide new mothers with breastfeeding information, support and progress diaries.

Along with running regular workshops and learning sessions, helping other team members learn about these technologies.

### **And many more...**

jQuery, HTML, CSS, SCSS, LESS, PostCSS, Node, NPM, Composer, Jest, PHPUnit, Selenium, Webpack, Gulp, Grunt, Bootstrap, Tailwind, UIKit, ES6+, Jira, Trello, G Suite, Sketch, Photoshop, InDesign, Illustrator, Ubuntu, CentOS, Headless CMS, AWS, Firebase, DigitalOcean, Cloudflare, InvisionApp, Toggl, GIT, MySQL, Bitbucket, GitHub, Sublime, PHPStorm, macOS, Windows, LEMP/LAMP Server configuration, Pipelines, CI/CD, Automated deployments, Capistrano, Atomic/Zero-downtime deployments, Perf optimisation, Lighthouse, Critical rendering, SSH, DNS management, Algolia, Elasticsearch, Mailgun.

### **Roles and responsibilities**

Everything previously mentioned has been introduced by myself (minus HTML/CSS) at some point in time and I've been leading the ever evolving development team, along with organising training days for the whole studio, running lunch-time workshops, organised workshops and training sessions with 1-2-1s and code-reviews.

Involved in recruiting new development team members by hosting the interviews and feeding back to senior management, organising developer competency tests and questions for interviewees, all the way through to on-boarding process with new starters creating mentoring plans with them to support their progression meetings with senior management.

A full-time project lead providing support to other team members, as well as organising sprint-plans, scrums, client meetings, task delegation and helping ensure project time-lines are being kept to and feeding back to the project account managers when needed.

Also has specific responsibilities to oversee work the design teams produce, keeping them in-line with client budgets and scope requirements, along with reviewing work created by other project teams making sure they're up to the target quality from a usability, performance, accessibility and bug-free perspective.

I conduct UX audits for new clients on on-going builds, analysing performance and usability, identifying areas that can be improved upon and help negotiate user and other forms of controlled testing to focus on conversion rate optimisation to help meet the clients KPIs.

### **Noticeable projects**

#### **Footy Finance - Aviva and NCFE Partnership**

<https://footyfinance.aviva.co.uk/>

An Online quiz game designed to help students better manage their money by managing a virtual football club. - Built using UIKit, Laravel and AngularJS.

#### **King Edward VII - Private Hospital**

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

Marketing website for the hospital which is integrated into their bespoke CRM allowing patients to make bookings via the website, with synchronised data to keep internal consultant information, pricing and services in sync for the back office team and the general public to provide complete transparency - built using Tailwind, WordPress, Laravel and Vue.

#### **Selesti - Digital Marketing and Web Agency**

<https://www.selesti.com/>

Marketing website integrated with HubSpot built using with a keen focus on performance, doubles up as a PWA allowing it to be used when offline or in bad connection environments. - Built with Statamic and Vue.

#### **Hitachi - European Research and Development**

<http://innovate.hitachi.eu/>

Educational and promotional website for Hitachi to help showcase the research they're conducting. - Built with WordPress and Vue.

#### **Fuelled - Real-time fuel spend monitoring**

<https://www.fuelled.me/>

Most recent personal project that I designed and built to aid in reporting fuel spend whilst driving using SMS to update a real-time spend dashboard. - Built with Laravel Spark, Echo, Vue, Bootstrap and Nexmo.

**Founding member of “Laravel Presets”**

<https://github.com/laravel-frontend-presets>

**Core contributor of “Backpack for Laravel”**

<https://backpackforlaravel.com/>

**ForgetDB - GDPR tool for cleaning databases**

<https://packagist.org/packages/owenmelbz/forget-db>

**IllumiPress - Concept for exposing Laravel functionality within WordPress**

<https://packagist.org/packages/owenmelbz/illumipress>

**Maelstrom CMS Toolkit - React, Tailwind and Laravel CMS Framework**

<https://www.maelstrom-cms.com/>

**PhantomJS Console Crawler**

<https://www.npmjs.com/package/consolecrawler>

**whenDefined**

<https://www.npmjs.com/package/whendefined>

**Laravel Nova Component Watcher**

<https://www.npmjs.com/package/nova-watcher>

**Minimage**

<https://www.npmjs.com/package/minimage>

**Vue Impersonate**

<https://packagist.org/packages/owenmelbz/vue-impersonate>

**Various popular PHP and Laravel packages**

<https://packagist.org/packages/owenmelbz/google-map-distance-calculator>

<https://packagist.org/packages/owenmelbz/basic-auth-enforcement>

<https://packagist.org/packages/owenmelbz/domain-enforcement>

<https://packagist.org/packages/owenmelbz/https-enforcement>

<https://packagist.org/packages/owenmelbz/laravel-pwa-manifest>

<https://packagist.org/packages/owenmelbz/laravel-robots-txt>

**All other open-source contributions**

<https://github.com/OwenMelbz?tab=repositories>

---

**Owen Melbourne**  
UI/UX Developer

www.owenmelbourne.com  
owen@owenmelbourne.com