

Owen Melbourne

Full-stack software developer specialising in React,
React Native, TypeScript & PHP based in Essex, near London.

07813744687
owenmelbz@gmail.com
www.owenmelbourne.com

Introduction

With over 20 years in software development and a BA Hons in Design, I combine technical expertise with a strong focus on UX. My projects range from scaling React Native apps (iOS & Android) for 300,000+ users - to creating a modern CRM system for a hospital used by the King; using Laravel, PHP and Vue, which increased leads by 138%. I have led Next.js, TypeScript, and Blockchain eCommerce projects for the eSports brand Fnatic, by building a live chat and event system that increased average daily downloads on event days by 285% and introduced a subscription model that boosted month-on-month revenue by over 17%. I developed tools to improve crop research with the Bill & Melinda Gates Foundation and, most recently, consulted with the UAE Government to prototype design systems for nationwide implementation.

Experience

November 2021 - PRESENT (3 years)

Senior Full Stack Software Engineer- *Fnatic Ltd, London (Hybrid)*

A combination of enhancing and optimising the existing TypeScript & NextJS website which uses the Shopify and Sanity APIs to deliver £35k+ B2C monthly eCommerce revenue alone; across multiple countries and currencies. It is written using React and Tailwind CSS and hosted on a NodeJS server on Vercel. Alongside successfully replacing an old Python API with a highly performant PHP Laravel API, allowing us to serve thousands of requests per second on a distributed AWS cloud to feed eSport data into the website and power the web, iOS and Android app. I built the app using React Native to deliver a real-time chat and event experience, along with ticket management, tweet ingestion of influencers and players, I introduced in-app purchases for a subscription system which grew monthly revenue by 17.3% using RevenueCat, and integrated Blockchain technology (Polygon) to allow members to purchase utility NFTs that grant them lifetime access to a membership programme... <https://fnatic.com>

March 2022 - Present (2 years)

UX/UI/Software Consultant- *UAE Government (TDRA), UAE (Remote)*

As part of a diverse team, I helped deliver a modern UI for the UAE Government's Telecoms & Digital Government Regulatory Authority (TDRA), the newly established body managing the nation's digital presence. I collaborated with an international team from concept through launch, crafting interactive wireframes, demos, and conducting usability audits to ensure an engaging experience. My role involved transforming Figma and XD designs into functional microsites for various departments and providing code samples, guidelines, and reusable library snippets to streamline development across vanilla, Bootstrap, and Tailwind frameworks...

<https://designsystem.gov.ae/>

September 2019 - November 2021 (2 years)

Head of Software Development– *Storm Creative, Essex*

I joined Storm to lead their development department, bringing new ideas, methods, and experience to support their junior and mid-level team. I introduced new tools that could speed up turnaround times, reduce our costs and offer new solutions to clients. We offered solutions using CraftCMS, which boasts many modern features, such as GraphQL APIs, templating languages, unit testing, and more, while still operating within the familiar PHP/VueJS ecosystem they were accustomed to. I established company standards and review processes to maintain progress and assigned dedicated roles and responsibilities so that everyone always knew what to do and who to contact. During my time there, we built numerous successful projects, from eCommerce platforms to in-house CRMs for property agents, with a strong focus on our flagship product, Therapy For You, which offers online CBT training for NHS England patients... <https://www.stormcreative.co.uk/>

September 2012 - November 2019 (7 years)

Lead Full Stack Developer – *Selesti Ltd, Norwich*

Fresh out of university, I was hired by a local agency that needed someone who could both code and design. Starting in a very junior position, I gradually learned more about the industry, eventually becoming a senior member of the team, responsible for organising interviews, development processes, code reviews, and more. I worked with clients such as Bill Gates, Norwich City Football Club, AVIVA Insurance, King Edward VII, Funkin Cocktails, Hitachi, Dragons' Den, the NHS, and more, on a wide range of projects—the most diverse work imaginable. This included everything from apps for golfing tournaments with real-time scoreboards within the club houses, to NHS breastfeeding support apps for new parents, and bereavement support for children providing them with coping mechanisms. I also ventured into the more corporate world by building a cloud-based CRM for King Edward VII Hospital, enabling their existing WordPress website to generate private leads, manage consultant information, and handle regulatory documents for approval. Additionally, I worked on projects for the Bill & Melinda Gates Foundation, helping to manage their nitrogen research in Africa by uploading sample data, analysing it, and sharing it with other scientists for approval. During this time, I gained experience with a wide range of technologies, from Bootstrap to TailwindCSS, WordPress to Laravel, VueJS to React, eCommerce to UX auditing, and app development, among many others... <https://www.selesti.com/>

Education

September 2012

Norwich University of the Arts, Norwich– *BA Honors Degree*

March 2018

Certified Laravel Developer – *Laravel Certification* ([verification link](#))

Interesting links

(in no particular order)

<https://www.kingedwardvii.co.uk> (WordPress, VueJS, Laravel)

<https://fnatic.com/app> (NextJS, Tailwind, Sanity CMS, Laravel)

<https://www.danthermgroup.com/uk> (CraftCMS, Tailwind, VueJS)

<https://www.hitachi.eu/european-r-d-centre> (WordPress, AngularJS)

<https://www.directionshaircolour.co.uk> (CraftCMS, ReactJS)

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

<https://backpackforlaravel.com> (Laravel)

<https://github.com/maelstrom-cms/odin> (Laravel, React, Tailwind)

<https://www.maelstrom-cms.com/> (Laravel, React, Tailwind)

<https://packagist.org/packages/owenmelbz/nova-radio-field> (Laravel, Vue)

<https://apps.apple.com/gb/app/smiles-tears/id965830012> (Titanium)

<https://www.forged-ui.com/> (Tailwind, React, Electron)

References

References available upon request.