

Summary

I am an experienced software engineer and multi-time founder whose career spans over two decades inventing, building and managing software products and businesses. I have recently exited my last startup; [Shotstack](#). I am now looking for my next challenge. Over my career I have ran my own businesses and worked for agencies, scale-up and enterprises as a software engineer.

Over 2 decades, highlights include:

- Inventing a cloud-based video editing API and founding the VC backed startup [Shotstack](#).
- Working for one of Australia's fastest growing e-commerce scale-ups – [The Iconic](#).
- Working on Australia's most popular food and recipe web site – [Taste.com.au](#) owned by News Corp.
- Managing and leading the development of web sites, online campaigns and products for major Australian and International brands at [Now We Collide](#) (Captiv8) agency.
- Founding, running and exiting UK e-commerce agency [Digital Six](#) (Channel 6 Multimedia).
- Founding and exiting two start-up e-commerce ventures - PowerupMobile.com (smartphones) and Drinkon.com (wine & spirits).

Most Recent Role – Technical Co-Founder, Shotstack

April 2016 – July 2024 (Sydney, Australia)

I founded Shotstack in April 2019. After experimenting with Serverless infrastructure and C++ video software for several years I built a cloud-based video editing API running on AWS Lambda, S3 and SQS and built using Node.js, C++ and the Serverless Framework. The product was commercialised as a SaaS subscription service and iterated to use multipart rendering resulting in high availability, multi-concurrency, scalability and [industry leading rendering speeds](#).

The startup raised \$750k in VC funding with a total team size of 7 people including 3 software engineers reporting to me. My role spanned all areas of the business including tech, product and digital marketing.

Achievements include:

- Inventing the world's first cloud-based video editing API.
- Building, managing and mentoring the software team and software development processes.
- Evangelising, innovating and pushing the limits of AWS Serverless technology stack for video processing.
- Introducing and adopting Generative AI services into the platform.
- Building an advanced front-end browser-based video editor using React, Recoil and Pixi.
- 20,000 developer signups and 500 paying customers.
- Working with Clients including Spotify, Ikea, Randstad, Nintendo and Mahindra Motors.
- Achieving 30% YoY growth.

Skillset & Experience

Infrastructure

AWS Infrastructure: Lambda, EC2, Fargate, API Gateway, S3, SQS, RDS, DynamoDB, Step Functions, IAM, CloudWatch, CloudFormation, CloudFront

Infrastructure as Code: Serverless Framework, Terraform, CloudFormation, Docker

Observability and Monitoring: DataDog, New Relic, CloudWatch, Log Entries, Grafana

Deployment & VCS: Git, GitHub, Bitbucket, Bamboo

Application Development

Code: JavaScript, TypeScript, Node.js, PHP, C++, HTML, CSS

Frameworks: Express, Middy, React, Vue, Laravel, Symfony, Zend, 11ty, Bootstrap, jQuery

Database: MySQL, DynamoDB, MongoDB, Airtable

Cache: Redis, DynamoDB

Queue: SQS, RabbitMQ

Testing: Mocha, Jest, Cypress, PHPUnit, Code Coverage

Code Quality: Sonar Cloud, Code Climate, Linters and Static Analysis

Integrations

Payments: Stripe, Braintree, Afterpay, Eway

Authentication: Auth0, AWS Cognito

Feature Toggles: Launch Darkly

Generative AI: Stability AI, OpenAI Chat API, ElevenLabs, HeyGen, D-ID

Methodologies:

Frameworks: Scrum, Kanban, Lean, No Estimates

Tools: Jira, Trello

Practices: Micro-services, Clean Code, Object Orientated Programming, Design Patterns

Previous Employment History

The Iconic

Software Engineer

February 2016 – April 2019 (Sydney, Australia)

The Iconic is one of Australia's leading online fashion retailers. I worked in Agile squads of approximately 7-10 people including payments, marketplace and warehouse teams. I was a lead engineer for the Marketplace team, an advocate for Serverless adoption and helped implement Braintree, Afterpay and LaunchDarkly. The tech stack consisted of PHP, Node.js, Python, Docker, RabbitMQ, MySQL, Redis, Solr and Kubernetes micro-services on AWS.

News Corp (News Life Media)

Software Engineer

September 2014 – January 2016 (Sydney, Australia)

I worked at News Corp Australia in the News Life Media division working specifically on Taste.com.au. My key role was working on the back end for a mobile app and migrating the CMS to Symfony 2 as well as BAU tasks, refactoring and modernising the web site including front end, backend development and AWS infrastructure. I worked in an Agile team with 4 developers in a department of approximately 20 PHP developers.

Now We Collide (formerly Captiv8)

Web Developer

September 2010 – September 2014 (Sydney, Australia)

Creative agency creating web sites for Fairfax, BMW, Toyota, Audi, Bayer, Optus, Cancer Council and V Energy.

Power Up Technologies

Founder/Developer

September 2006 – April 2012 (Edinburgh, UK/Sydney, Australia)

E-commerce smartphone online shop and affiliate price comparison service.

Channel 6 Multimedia (now Digital Six)

Founder/Developer

February 1999 – August 2008 (Edinburgh, UK)

Web design and e-commerce agency.

Drinkon.com

Co-Founder/Developer

March 2000 – July 2004 (St. Andrews, UK)

E-commerce wine and spirits online shop.

Education

Napier University

Edinburgh, Scotland, UK.

BSc (Hons), Industrial (Product) Design

September 1993 – July 1997.

Strathallan School

Perthshire, Scotland, UK.

Higher Education (GCSE, O-Level, A-Level)

September 1988 - June 1993.