

Hey, I'm Aaron.

I'm a full stack web developer, based in the UK.

Over the last 12 years, I've worked in lead roles at large multinational companies and helped several startups turn their ideas into a reality.

I'm self-sufficient, motivated, experienced and a fast learner. I write clean, SOLID, DRY, tested and decoupled code. I love helping to define and translate business logic into code, and have an eye for UX and design.

Employment History

Pendle Sportswear

Lead Developer, Remote

<https://www.pendlesportswear.co.uk> *

June 2021 - Present

I joined Pendle Sportswear to help their current in house developers. We were tasked with rebuilding their existing football kit e-commerce website with modern technologies.

The frontend is a Vue single page app, styled with Tailwind. The backend is a Laravel application that provides data to the frontend via a RESTful API – as well as including webhooks for integration with their existing systems.

Some of my duties while employed by Pendle Sportswear were to:

- Design and build a REST API
- Redesign the database schema
- Build a football kit customisation process that allows users to add numbers, sponsors, etc to their kit
- Build the basket, checkout and order process
- Build a CMS ready frontend that allows for future integration with their existing admin system
- Perform page-speed optimizations to achieve a high score on desktop (100) and mobile (95)
- Review pull requests and provide constructive feedback
- Manage, assist and mentor the in house developers
- Write extensive documentation on implementation and best practices for future reference

* As of 10/01/2021, the new website has yet to be pushed live.

Rentora

Lead Developer, Remote

<https://rentora.co.uk>

February 2018 – May 2021

I joined Rentora at its inception. I helped define business logic before prototyping, designing and building the application – as well as finding, hiring and managing freelancers to assist with the workload.

Details

FULL NAME

Aaron Lord

ADDRESS

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United Kingdom

CONTACT

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LINKS

<https://aaron.codes/>

<https://github.com/aaronlord/>

Skills

- HTML / CSS / Tailwind
- PHP / Laravel
- Javascript / ES6 / Vue JS
- MySQL / Eloquent
- DB Design / Optimization
- REST API
- Queues / Jobs
- Single Page Application (SPA)
- Server Side Rendering (SSR)
- Code Reviews / Feedback
- PHPUnit / Jest
- Git, GitHub
- Unix, Servers, CI, Docker, AWS
- An eye for design & UX

Legacy skills

- Kohana, CodeIgniter, Symfony and Slim
- Backbone JS, Marionette JS and jQuery
- Bootstrap, Inuit CSS and Foundation

The frontend is a Vue single page app, styled with Tailwind. The backend is a Laravel application that provides data to the frontend via a RESTful API.

Some of my duties while employed by Rentora were to:

- Assist with defining business logic
- Design and build a REST API
- Build a rent collection system that includes monitoring, reminders and online payments
- Build an instant messaging system
- Build an online storage and file sharing system
- Build a maintenance system to allow job sheets to be created and shared with contactors
- Setup and deploy to AWS with load balancing

Hilti

<https://ask.hilti.com>

Lead Developer, Remote
January 2017 – February 2018

I joined a team of Hilti developers shortly after they began building Ask Hilti - an education and community portal for their engineers.

The frontend is an Angular JS single page app, styled with Inuit CSS. The backend is a Laravel application that provides data to the frontend via a RESTful API. The backend interacts with various Hilti micro-services.

Some of my duties while employed by Hilti were to:

- Build an on-demand video and live seminar system
- Build a Stack Overflow-esque Q&A system
- Design and build a REST API
- Review pull requests and provide constructive feedback
- Assist and pair program with the senior in house developer
- Write extensive documentation on implementation and best practices for future reference

80/20 MyBusiness

<http://www.8020mybusiness.com> **

Lead Developer, Remote
June 2015 – December 2016

I was employed by the design agency Little Yellow Duck to first prototype, then eventually build 80/20 MyBusiness – an online statistical analysis tool, based on the Pareto principle.

The website is a regular Laravel application, with a little Vue JS on the frontend. It's styled with Inuit CSS.

Some of my duties while employed by LYD were to:

- Build a quick prototype demo
- Translate the predefined Pareto analysis logic into executable code
- Build a subscription system for users

Hobbies

I race motorbikes, play squash and go indoor bouldering.

- Setup, deploy and maintain on a VPS

*** The website is no longer live.*

Tutorful

<https://tutorful.co.uk>

Lead Developer, Remote

December 2014 – August 2015

Tutorful connects students looking for private tuition with talented and trusted tutors.

The frontend is a Marionette JS single page app, styled with Inuit CSS. The backend is a Laravel application that provides data to the frontend via a RESTful API.

Some of my duties while employed by Tutorful were to:

- Assist with defining business logic
- Build a search tool for users to easily find mentors suitable for their subject and level
- Build an in-page profile editor for tutors
- Build a bespoke booking system which included messaging, calendar management and online payments and payouts
- Write extensive documentation on implementation and best practices for future reference
- Setup, deploy and maintain on a VPS

Laroute

<https://github.com/aaronlord/laroute>

Open source

March 2014

I built the first Laravel to JavaScript routing package. Since its Open Source release in 2014 it has been installed over 1 million times.

It has since been superseded by other packages that have more features and developers with more time to dedicate, but I'm proud of the project and the response to it.

Prior to 2014

I worked on a number of small freelancing projects, as well as full time employment at a handful of companies as a senior web developer.

If required, I can supply further details and references upon request.