

Bryan Wood

Software Developer

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Professional Summary

Software developer with over two decades of experience in web development. Expertise in modern web platform technologies, web performance, API design & development, and UI development.

Strong background in technical leadership, mentoring, and driving best practices in agile development environments. Passionate about building high-quality, maintainable software that delivers value to users and businesses.

Skills

Technical Leadership & Strategy

Communication, Technical Architecture, Mentoring & Knowledge Sharing, Agile Development, Lean UX, Continuous Delivery

Practices

Agile Development, Estimating, Retrospectives, Continuous Integration, Continuous Deployment, Test Driven Development, Integration Testing, Automated UI Testing

Education

Bachelor of Information Technology

2009 – 2011

QUT (Graduated 2011)

Focused on Web Development and Graphics Programming.

Technologies

Languages

JavaScript, TypeScript, HTML, CSS, SASS, C#, C, Java, Scala, PHP, GLSL & HLSL

Frontend

React, Next.js, React Query, Redux, Jotai, Svelte, SvelteKit, Signals, Angular, Lit, Web Components, TailwindCSS, Canvas, IndexedDB, WebSockets, JSON, WebGL, Web Workers, Service Workers

Desktop & Mobile

PWAs, React Native, Xamarin, Cordova

Backend

.NET Core, .NET Framework, node.js, CloudFlare Workers, Deno, JSON/REST Apis, RPC, WebSockets, WebRTC, XML, SOAP, TCP, UDP

Data

MSSQL, PostgreSQL, SQLite, CouchDB, Redis

Testing

Vitest, Jest, xUnit, TUnit, Playwright, Testing Library,

DevOps & Cloud

Azure, AWS, CloudFlare, Docker, GitHub Actions, Azure DevOps, Git, Mercurial

Experience

Senior Software Engineer

2026 – now

Undisclosed

- Embedded with a large eCommerce technology provider to deliver high-quality eCommerce platform features.
- Working in a team of engineers, designers and product managers to deliver new eCommerce features for customers.
- Responsible for prototyping frontend features for critical end customer workflows.
- Collaborated across teams to specify, design and deliver new features across the platform.
- Delivered functioning prototypes to validate technical assumptions and design ideas before committing to development resources.
- Responsible for the implementation of front-end features using React.
- Maintained and extended existing features to meet evolving business requirements and customer needs.
- Responsible for the implementation of front-end features using internal templating engines with HTML, CSS & JavaScript.

Key Projects:

eCommerce Platform Feature

Worked in a team of engineers, designers and product managers to deliver a new eCommerce feature for customers.

- Responsible for implementing frontend features for critical workflows.
- Collaborated across teams to specify, design and deliver new features across the platform.
- Implemented functioning prototypes to validate technical assumptions and design ideas before committing to development resources.

Tech: React, Next.js, MySQL, GraphQL, Eventing, CI/CD, TDD, Scala, PHP, Java,

Lead Software Developer

2013 – 2025

Soda Digital

- Responsible for the successful technical delivery for client projects across the organisation.
- Partnered with stakeholders and project managers to translate business requirements into accurate technical estimates and profitable scopes of work.
- Responsible for solving complex engineering issues and acted as the final escalation point when team members encountered challenges.
- Managed developer resource allocation for project timelines to ensure delivery within budget constraints to ensure project profitability.
- Responsible for the design of front-end application architectures using React, Svelte, Lit and Web Platform APIs.
- Responsible for the design and implementation of .NET based services and APIs.
- Delivery of applications to on-premise, Azure, and AWS clouds.
- Collaborated with client teams to define OpenAPI based API contracts and integration strategies between new and existing systems.
- Developed and led workshops with client teams to introduce front end performance optimization strategies and techniques.
- Developed our modern continuous integration and delivery processes along side the Technical Director to streamline deployments and increase release frequency.
- Lead the assessment and adoption of new technologies and introduced them to the teams via workshops and training sessions.
- Developed the training programme for junior front-end developers, upskilling on Web Platform and JavaScript fundamentals to ensure a strong foundational knowledge base.

Key Projects:

Trade Supply B2B eCommerce

Enterprise B2B platform wrapping a complex, multi-tenant ERP system.

- Led a development team to build a modern application stack that interfaces with the legacy ERP system to enable competitive UX with contemporaries.
- Prototyped critical workflows with multiple frameworks to validate technical assumptions and viability before committing team resources.
- Established the project's Design System, enforcing consistency across a complex UI via code reviews and mentorship.
- Defined the frontend data management and API integration strategies for the application and third party services.
- Specified the frontend design to cater to the performance requirements of large product catalogs and complex filtering scenarios.
- Implemented deferred loading techniques to optimize initial load times and improve overall application performance.
- Designed and developed the search feature to handle multi faceted queries with minimal latency, improving user experience over previous legacy service.
- Implemented event based cache invalidation to ensure data liveliness.

Tech: React, Next.js, .NET Core, Umbraco, AWS, Amazon ECS, GitHub Actions, MSSQL, Entity Framework, OpenAPI, Event Driven, CI/CD, TDD, System Integration

No Birds

Modernization of a major car rental platform, layering a new booking engine over legacy infrastructure and achieved a significant increase in booking volume.

- Re-architected the booking flow using .NET Core for improved performance and ongoing maintainability.
- Built a suite of custom web components to handle client interactivity and provide analytics integration points.
- Implemented A/B testing and dynamic personalization features across the platform optimizing the funnel and landing pages for higher conversion rates.
- Established content management processes and deployment of content updates to support SEO and marketing efforts.

Tech: .NET Core, Azure, MSSQL, Perl, OpenAPI, Web Components, SASS, GitHub Actions

Machine Delivery Field Tool

Internal tool to streamline machine delivery and reporting operations for delivery and office staff.

- Designed the app to provide offline capabilities for field staff operating in areas with poor connectivity.
- Implemented synchronization with the backend when connectivity is restored, ensuring data integrity.
- Developed intuitive UI components to facilitate quick data entry and retrieval in a mobile context.
- Optimized the application for performance on modest devices commonly used by field staff.
- Collaborated with stakeholders to iteratively improve the tool based on user feedback.

Tech: Lit, Web Components, Vite, IndexedDB, TypeScript, PWA, .NET Core, OpenAPI, TDD, System Integration

Trade Supply Warehouse System

Internal tool for managing warehouse operations.

- Developed a responsive web application to streamline warehouse picking and packing processes.
- Implemented real-time inventory updates to ensure accurate stock levels during order fulfillment.
- Implemented barcode scanning functionality to speed up item retrieval and reduce errors.
- Integrated with existing ERP systems to synchronize order and inventory data.
- Collaborated with warehouse staff to refine workflows and improve usability of the system.

Tech: React, Redux, Vite, TypeScript, TailwindCSS, IndexedDB, Service Workers, System Integration

Competitor Stock Analysis Tool

Business intelligence tool for competitor pricing and stock level analysis.

- Built a scraping system that takes advantage of AI-generated scraping scripts from examples to monitor competitor inventory and pricing reducing cost of developing scripts.
- Developed the orchestration service to schedule and manage data gathering jobs.
- Created dashboards to visualize the data, giving the business clear insights into pricing trends and stock gaps.

Tech: Node.js, AI, hono, Puppeteer, TypeScript, React, SQLite, PostgreSQL, CI/CD

Porters Paints Retail

Headless eCommerce storefront

- Led the implementation of a modern edge-compute stack to improve cross region performance and increase conversions.
- Built in collaboration with the designer as a team of two in a 6 week timeline to meet a scheduled marketing campaign date.
- Implemented a custom shopify integration to work around Shopify query limitations.
- Developed event driven incremental update process to keep the storefront data in sync with Shopify changes.

Tech: Shopify, SvelteKit, Headless Storefront, CloudFlare Workers, Web Hooks, TypeScript, HTML, CSS, TailwindCSS, git, GitHub Actions, CI/CD

Tamex Logistics Portal

Customer portal for logistics and consignment management.

- Architected the portal backend and UI to integrate directly with Tamex's internal ERP for live consignment tracking.
- Developed a shared internal UI kit to standardize the look and feel across Tamex's suite of web tools.
- Implemented the OIDC auth flow to handle claims-based access for different customers and partners.

Tech: .NET Core, Umbraco, TypeScript, MSSQL, Entity Framework, Azure, Systems Integration, OIDC, RBAC, CI/CD

Salvage Network

Digital booking and logistics platform for the vehicle salvage industry.

- Directed the frontend implementation.
- Mentored junior devs on SvelteKit patterns and state management.
- Provided code review and technical oversight for the marketing site component.
- Built the core job management services in .NET, translating complex logistics rules from the legacy system.

Tech: .NET Core, SvelteKit, TypeScript, MSSQL, Entity Framework, Azure, ASP

Villages

Retirement property marketplace with complex search and listing requirements.

- Developed the search architecture to handle complex, multi-faceted and geospatial filtering without performance degradation.
- Implemented search suggestion service for handling search completions.
- Built Blazor-based customer workflows for application and listing processes.
- Designed the API using OpenAPI to decouple the frontend and backend development streams.
- Implemented Azure-based deployment pipelines to streamline releases and ensure consistent environments across development, staging and production.

Tech: .NET Core, MSSQL, Azure, Blazor, OpenAPI, LESS, TypeScript, Entity Framework

Elixir X

Headless eCommerce solution for a boutique luxury fragrance brand.

- Delivered a headless Shopify storefront using Next.js to achieve the rich content experience required.
- Collaborated closely with the client to translate a then brand visual identity into a responsive, performant UI.
- Designed and implemented Supabase to provide custom data requirements that extended beyond Shopify's native capabilities.

Tech: Next.js, React, PostgreSQL, TypeScript, Shopify, CI/CD, Headless

Warhold

Specialized retail platform with anti-bot protection for high-demand hobby products.

- Implemented a Next.js storefront integrated with Shopify to enable specific business requirements.
- Developed a custom anti-bot system to detect scalper bots during hyped releases, using social proof, payment cross reference and purchase history validation.
- Designed the UI/UX of the storefront to present a simple and intuitive shopping experience.
- Implemented customer retention features like loyalty points and stock alerts to drive repeat purchases.

Tech: React, Next.js, Shopify, TypeScript, TailwindCSS

Samsung Kiosk App

Developed an In-store kiosk application for product browsing and information.

- Collaborated with the Design team and Content teams to deliver a rich interactive experience with non linear navigation and video content.

Tech: React, JavaScript, Cordova, HTML, CSS, Java

Web Application Developer

2012 – 2013

Sarina Russo

- Managed an ecosystem of internal .NET Framework applications and public web properties across multiple group brands.
- Collaborated directly with business units to spec and build new features for high-traffic internal tools.
- Resolved critical production issues and maintained platform stability.

Application Developer & IT Administrator

2008 – 2011

Mode Design

- Engineered internal business tools to automate workflows and streamline operations.
- Balanced full-stack development responsibilities with IT infrastructure management during a period of company growth.
- Managed hardware deployment and office provisioning.

Application Developer

2005 – 2008

Rusty Web Design

- Delivered web solutions for clients, managing the lifecycle from requirements to delivery.
- Designed database schemas and application logic in PHP for custom customer sites.
- Developed WordPress themes and plugins to extend platform capabilities.

References

Available upon request.