Owen Melbourne
UI/UX Developer

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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 agencies for the past 9 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 - Verification Link
Daily usage of Dusk, Jetstream, Vue Inertia, Horizon, Passport, Scout, Socialite, Telescope, Nova, Forge, Echo, Mix, Spark, Valet and Statamic.

Project lead on various products including; Open-source CMS framework, Real-time server logging tools, Website monitoring tools, SSO systems, Sales Companion, 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 and Redirect monitors.

CraftCMS & Commerce
Bespoke CraftCMS & Commerce soltuions powering international multi-lingual sites and stores with bespoke integrations such as: SSO, Product information management, Delivery matrixes, HubSpot, Mailchimp, Laravel Forge, Twig extensions, Plugins & Modules and Illuminate integrations.

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 8.0 including updating legacy code-bases.

VueJS - SPA/PWA
Google PWA Certified - [Search "Selesti"]

Highly experienced in using Vue from 1 to 3 - 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 to power Insurance portals and bespoke tools.

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, Modelling portfolio
tools, Open-source CMS frameworks and premium software.

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, HubSpot,
Mailgun, Forge API, CSP.

Roles and responsibilities
As Head of Development, 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

Adrian Flux Group - Customer Insurance Policy Portal
https://adrianflux.myinsurancefile.co.uk/

A Vue CLI/Router project and PWA for customers to manage their insurance policies, claims, renewals, payments and more. - Built with Vue CLI, Tailwind, Storybook & Jest.

Footy Finance - Aviva and NCFC Partnership
https://footyfinance.aviva.co.uk/ - Case Study

An Online quiz game designed to help young 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/

Bespoke CRM + Marketing website for the hospital allowing patients to make bookings via the website, with synchronised data to keep internal consultant information, compliance management, 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.

Dantherm Group - Military Grade Heating, Cooling & Ventilation
https://www.danthermgroup.com/

Large multi-lingual marketing website heavilty integrated with HubSpot, PIM and SSO with a variety of React powered tools for customers and sales teams. - Built with CraftCMS and React.

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.

Directions Hair Colour - Leading Vegan Hair Colour eCommerce
https://www.directionshaircolour.co.uk/

High transaction local eCommerce store taking up to £10k a day with bespoke shipping, pricing, and reward systems. - Built with CraftCMS Commerce and React.

Founding member of "Laravel Presets"

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

Core contributor of "Backpack for Laravel"

https://backpackforlaravel.com/

Odin - Self-hosted domain/website monitoring tool using Laravel

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

ForgetDB - GDPR tool for cleaning databases using Laravel Zero

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

Maelstrom CMS Toolkit - React, Tailwind and Laravel CMS Framework

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

whenDefined - JS package to wait for properties to be defined

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

Laravel Nova Radio Field

https://packagist.org/packages/owenmelbz/nova-radio-field

Minimage - CLI tool for minifying various images with a difference

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

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