

Ashley Baldock

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Highly experienced and post-graduate educated Software Engineer with a passion for delivering customer value through quality-focused agile engineering practices. I particularly enjoy working with frontend web technologies to build elegant, accessible UX, and have extensive experience with TypeScript and React. I am equally confident working across the stack, including building and maintaining CI/CD infrastructure.

Working as part of highly agile development teams at a variety of organisations has given me a wealth of practical experience in effective teamwork and development methodologies. I'm passionate about iterative user-focused development, and I have a solid track-record of successfully delivering well engineered solutions to complex requirements.

Senior Software Engineer

The Trainline Remote August 2022 - January 2024

- Onboarding project, working closely with two other backend-focused engineers to reimplement marketing promotional codes
- Adding regional variation, new offer types, validity and expiration tracking etc.
- Successfully integrated all the requirements while learning the wider codebase and architecture.
- Contributed to refactoring initiatives both through reworking areas of the product we were working on, and feeding back into the discussion around future technology direction
- Frequently deployed, and improved the deployment process of, the core application
- Larger project integrating ticket booking flow with search/referral partners, including Google Travel
- I was responsible for implementing an inbound proxy gateway for redirect link handling, and leading the front-end half of our team in making changes to the booking UI
- Integrating partner branding and other UI modifications based on UX design input via Figma
- Refactoring legacy React components to functional form, implementing hooks etc.
- Working on this core component of the application, with very high user throughput (and potential for large losses from even minutes of downtime), required a cautious, test-driven approach
- Each change was verified at scale via A/B testing to track impact on sales throughput
- The role also involved technical team leadership, particularly through mentoring other team members

Senior Software Engineer

More Possibility Remote March 2020 - June 2022

- My own startup - Developing solutions for networked sculptural and architectural lighting control
- React SPA frontend with custom Redux/WebSocket communication layer
- Development of UI component library, custom components, Storybook etc.
- Backend using Postgres, Node.js/Express RESTful API, WebSockets
- Multi-platform build & deployment, ARM/Raspberry Pi, embedded (esp8266/esp32 etc.)
- C++/embedded development for addressable LED control - scalable to tens of thousands of fixtures
- Wifi mesh networking & synchronisation (UDP/TCP multicast, mDNS, IPv6)
- Taught myself PCB/hardware design and modelling using Fusion 360
- Project management & planning, research & development, with a focus on data-led decision making and rapid validation of decisions via real world testing

Senior Software Engineer

Rooster Money Remote February 2019 - February 2020

- React based eBanking app development
- Redux state management, Webpack buildchain, TypeScript, Rxjs
- Building interactive React components using SVG, HTML and CSS (including animations)
- Developed custom Redux middleware to support event proxying and WebSocket connection
- Set up and maintained a React component library for the team using npm and Storybook
- Developed & implemented plan to migrate the legacy backbone/handlebars app to React
- Lead project to rationalise state management & routing across multiple micro-frontends
- TeamCity configuration and build chain maintenance, Cordova cross-compilation & packaging

- Acting in a technical lead role, I provided support for less experienced team members, particularly around React and TypeScript
- Ran an internal React guild to help level up frontend developers within the wider organisation

Senior Software Engineer

Kwerk Remote July 2018 - January 2019

- Worked as sole developer with early stage startup to produce their MVP
- Full-stack development and maintenance, React SPA, Node.js/Express, TypeScript & ES6
- Cloud architecture, git-based deployment via Jamstack/Netlify edge CDNs
- Cloud hosted MongoDB backend, RESTful API implementation
- Google auth integration, configuring analytics/tags, data processing etc.
- Webpack/transpilation pipeline, npm, build setup (including linting and test tools) etc.

Software Engineer

Department for Education London December 2017 - April 2018

- Led development of beta phase of web application for new teacher recruitment platform
- C# .NET core, MVC/Razor, Entity Framework core (using migrations), Micro-services via OpenShift
- Designed Postgres backend, utilising extensions for location/distance search, cloud hosted
- Progressive enhancement design with a strong focus on accessibility
- Spread knowledge about agile working practices to the wider organisation

Software Engineer

Cambridge Intelligence Cambridge April 2017 - August 2017

- Graph data visualisation product, KeyLines (ES6/modules, Node.js/Express web application)
- Adding new features to core product, including 'combos' - grouping graph nodes
- Producing new and maintaining product demos (including work with React and Neo4j database)
- Extending and maintaining WebGL and Canvas rendering engines
- Build system improvements, migration to Docker (EC2/lambdaCI), automation (ESLint, Mocha/Chai)
- Improving MongoDB integration, including upgrade from legacy version of mongo-connect

Career Break

A year out from full-time work to travel and invest time in open source projects February 2016 - March 2017

Software Engineer

Redgate Cambridge April 2015 - January 2016

- Part of a new team assembled to modernise SQL Monitor for its successful v.5 release
- Led development of two new features, implementation of a new rapid-release build process
- Configured and maintained JIRA, setup for hybrid SCRUM/Kanban development process
- In the technical lead role for our team I guided decisions around development methodology, technology choices, automated testing, and agile methodology, and pioneered use of TDD
- Led code kata sessions, and presented in knowledge-sharing sessions

Software Engineer

1E London June 2012 - March 2015

- Working on an agile team developing software using C# .NET, C++ and JavaScript/AJAX
- Visual Studio + ReSharper, Vim, NuGet, TeamCity, Git, NUnit, NSubstitute, Moq, PowerShell etc.
- Skills, learnt, used and improved: pair programming, code review, CI/CD, TDD, IoC/DI
- Build a new network data flow visualisation tool, D3.js, jQuery, SignalR (WebSocket RPC)

MSc Computer Science

Birkbeck College, UoL London August 2011 - June 2013

- I attained my MSc studying part time while working full time with 1E in Engineering roles

Development Support Engineer

1E London March 2010 - May 2012

- Responsible for Dev/QA infra. for team of 90, Windows cluster, Hyper-V, TeamCity CI, SVN/Git etc.

Product Support Engineer

1E London November 2008 - February 2010

BA Philosophy

Kings College, UoL London August 2004 - June 2008