SHAY POTTLE

FULL STACK DEVELOPER

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Profile Summary

Passionate tech enthusiast and developer with over a decade of experience as a problem solver and nearly 5 years as a developer. I'm also a Udemy addict who loves to learn and constantly upskilling in order to extend the bounds of creative possibilities.

Professional Skills

- **Foundations:** HTML, CSS, JavaScript, MySQL, PHP
- **Frameworks:** Laravel, React, ElectronJS
- **Other tools:** WordPress, Git, Linux, CLI, Blockchain and solidity fundamentals

Personal Interests

- Machine-learning, applications of data-science
- Blockchain and VR
- Data-driven art

Work Experience

Web developer - Made Open

Mar 2021 - Present

- Mostly PHP/Laravel role with touches of native JavaScript and jQuery in a fast-paced development environment. The focus was on building new features, reviewing and optimizing code, and fixing bugs on their international timebanking social network.
- Autonomously provided value above the scope of the job description by automating processes to save time, making significant contributions to their documentation, adding to their knowledge-resources, and fortifying platform integrity.

Web developer / business owner - Pottle Web Solutions

Jan 2018 - Present

- Self-employed studio role serving small-business clients across the UK (from Penzance to London, and as far afield as Ipswich) . The role operated end-to-end: onboarding and managing clients, designing and building responsive websites to their specifications, building bespoke sites from existing designs, launching sites and maintaining them.
- Sites were typically built on WordPress making heavy use of custom PHP and JavaScript.
- Designed and refined a comprehensive process map and workflows related to operation of the business. Including aspects related to stakeholder maintenance, technical implementation of website technologies, user-experience and information architecture, aesthetic design, security, SEO, etc.

Customer advisor - Gardiner Pole Systems

July 2018 - Sept 2020

- Telephone-based role focusing on order fulfilment, following mapped-out flow chart based procedures, diagnosing problems related to operation of water-fed pole systems and the myriad of ways that they can be set up.

Additional contact

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Education

Up to A levels in unrelated fields.

More recently, have completed numerous courses over the span of the last 5 years including Harvard's CS50 computer science course, and various Udemy courses revolving around frontend and backend web development (focusing on JavaScript, React, NodeJS, PHP, Laravel, Python), CLI use, software development using Electron, blockchain fundamentals and development.

I'm currently focusing on laying a foundation in machine learning and blockchain use.

Noteworthy personal projects

Scramble Snap

- A hybrid React-Electron application designed to allow anyone to create generative art from base image layers. The MVP was completed focusing mainly on an Electron wrapping around a completely custom JavaScript MVC structure but I ported this aspect to React in 2022 readying the codebase to handle a number of other features.
- The product website was built on Wordpress with a fully integrated custom license key system (which I designed and developed in tandem). The site uses custom PHP and JavaScript alongside the WordPress' native REST API and custom post types to handle this, and WooCommerce to handle transactions.

Speech Softener

- An AI based SAAS tool designed to aid users to navigate and neutralize overly emotional language. The idea was to allow the user to input how they *really* feel when communicating with stakeholders, the AI then converts this into a more neutral or positive thought as output, and can help prevent unnecessary escalation and save the user time. Unfortunately this idea was killed by the release of ChatGPT during development.

Kiwi Keywords

- What started as a personal custom JavaScript library, to make working with SEO keyword-lists quicker and easier, I since been ported to PHP and laid down as the beginning of a SAAS product by making use of WordPress' REST API and WooCommerce.
- This project is admittedly a little sparse presently but is set to grow with additional tools in the works (including an AI based keyword generator and keyword extractor that will be able to parse a body of text for SEO relevant keywords).

Context/icon with GridFlux

- Developed a written language for security and encryption purposes. Characters are based around personal neuro-contextual associations and syntax uses computer-science principles to encrypt further for redundancy.
- At some point in the future I intend to turn this into a software (GridFlux) that will enable anyone to create their own language that only they can read.