# Martin Willitts

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## SUMMARY

I build web apps and associated software to meet commercial needs. This starts with understanding the business intentions; defining a technical architecture and outline project plan; proving technologies for to meet that architecture; defining the software components to be written; then working with a team or on my own to develop the software, deliver it into production use and support its use. I bring a delight in finding out about how web and mobile technology can be applied, a tenacity to find and put in place a solution and a collaborative nature to get stuff done. I have worked in various roles in innovation and software development; working in consultancy, in telecoms and software agencies; in startups, freelance and in international corporates.

### Job titles

| | |
|---|---|
| Innovation Manager | Freelance Web Developer |
| Font-end Developer | Innovation Development Manager |
| Full stack Developer | Technical Consultant |
| Startup Technical Lead | Consultancy Manager |



### Timeline

| Year | Role |
|---|---|
| 2019 | Lead Consultant Developer (Software agency) |
| 2018 | Font-end Developer (Innovative product) |
| 2015 | Technical Lead (Innovative garden design website) |
| | Freelance - implementing software solutions |
| | • Shoot Gardening (technology consultant) |
| | • Klipcraze (web solution with spiky scaling) |
| | • Vitalfootprint (Web startup) |
| | • Equipio (Web startup) |
| | • SpeakInConfidence (requirements, porting) |
| | • Picsolve (Web software, remote connection) |
| | • … |
| 2008 | Startup CTO (architecture & dev, team) |
| 2007 | Innovation Manager (Developing business opportunities to take to Product Managers) |
| 2004 | Technical Designer (T-Mobile - technical requirements for supplier) |
| 2003 | Technical Consultant (Symbian, Testing) |
| 2002 | Technical Product Manager (Startup) |
| 2001 | IT Consultant (CMG - bought by Logica, developing mobile opportunities) |
| 2000 | Innovation Development Manager (Rubus) |
| 1999 | Consultancy Manager (Adaptive Technology - managing consultants) |
| | … |
| 1991 | BSc Computer Science, First |

## KEY STRENGTHS

- Web software – **designing, prototyping, integrating and producing solutions:** identifying solutions. hands-on software development and management of local and remote teams
- Software consultancy – **identifying suitable technology to underpin new ventures:** establishing needs, recommending approaches, highlighting opportunities, technical architecture, development and defining next steps
- Solution implementation – **technical design and integration:** working with people from other departments or organisations to introduce a new solution, overcoming obstacles and explaining software technology

## CAREER

**Green Custard Ltd, *Lead Consultant*** (12/19 - ongoing)

Promoted to Lead Consultant. Continuing with projects delivering to customers for production use.

**Green Custard Ltd, *Lead Consultant Developer*** (1/19 - 12/19)

Acting as technical lead on multiple, concurrent projects for different customers. Varied activities at all stages of the software development lifecycle. Business development to spot opportunities and created proposals to win work. Requirements capture through Discovery stage. Defined technical architecture for new systems including a new invoice management system and a proof of concept chatbot. Managed other developers within Green Custard to deliver operational software solutions. Streamlined support approach for an inherited project. Primary point of contact as project lead for for customers on various projects. Provide second line support and feature enhancements for billing system generating thousands of bills per month. Majority of time is in fact spent coding (JavaScript, VueJS, Node, Python, SQL, CSS, AWS).

**UXLabs Ltd,** *Part-time front-end Developer* (11/17 - 12/18)

Delivered Javascript version of a novel approach to manipulating boolean search queries resulting in *https://www.2dsearch.com/*. Took this from technical architecture through to ongoing feature enhancement. Identified GoJS as a key component for UI and KeystoneJS for backend to accelerate implementation. Regular liaison with customer including suggesting opportunities and ideas to pursue.

**Shoot Ltd (***www.shootgardening.co.uk***), Lead Developer** (10/15 - 10/17)

Took over technical management of existing system for www.shootgardening.co.uk (over 100,000 subscribers). Evolved the technical architecture: reduced costs by migrating to AWS; system changes to tackle attacks and fraudulent activity; converted front-end to responsive approach using React; vastly improved payment mechanism by switching to Stripe; and converted recommendation system to more powerful approach using ElasticSearch. Ongoing feature enhancement though hands-on software development in PHP and JavaScript and handled operations of the website. Managed flow of work in conjunction with business owner, making recommendations on changes to make and opportunities arising.

**Freelance,** *Technical consultancy and software development* (02/13 - 9/15)

Freelance development delivering multiple projects running at once, often with several stakeholders and suppliers or sub-contractors.

Re-architecture and development to increase scalability of server software for klipcraze.com using Redis.

Software enhancements for www.cornerstone.co.uk in PHP and Angular with Stripe integration.

Managing evolution, re-architecture and software development of www.vitalfootprint.com with Java and Play.

Architecture and development of image tagging tool www.sportstylist.com with CSS, Javascript and Java.

Technical consultancy for a replacement web solution for a private doctor practice.

Identified and deploying COTS solution for secure file sharing for a Harley Street practice.

Advice and hands-on involvement on migrating from one Java environment to another.

Consultancy for a film trailer startup dealing with failing supplier plus defining scope and estimates.

**Contract,** *Software Design and Development for Picsolve* (09/12 - 02/13)

Design and development using message queuing for business data transfer from remote units.

Requirements gathering for new EPOS and making recommendations. Proof of concept development.

**Freelance,** *Technical Consultancy, Software Design and Development* (06/12 - 9/12)

Architecture and implementation of system for novel queue management solution by Qudini.

Consultancy for www.speakinconfidence.com, requirements writing and advising remote development team.

**Contract,** *Software Design and Development* (01/12 - 06/12)

Web app for professional sharing of ultrasound videos - software development for a startup.

**Freelance,** *Software Design and Development* (09/11 - 01/12)

Full cycle of development for social communication web app (www.saysomethinggood.com).

Architecture and implementation of novel web browsing experience for www.groupsurf.com.

Hardware selection and software development for hazard sensor simulator.

**Equipio.com,** *Hands-on CTO* (09/09 - 09/11)

Technical architect and lead developer for equipio.com, a social network website and recommendation system for a sports products website.

**Freelance,** *Technical Consultancy* (07/09 - 09/09)

Produced roadmap for use of mobile phone channel for an existing web-based Idea Management product. Developed sales material.

**Guvera UK Ltd,** *Hands-on CTO* (10/08 – 06/09)

Led development of innovative brand-based platform

**Hutchison 3G UK Ltd ("3"),** *Mobile Services Specialist* (9/06 – 9/08)

Introduced multi-national collaboration platform


**EDUCATION**

First Class BSc Hons Computer Science, University College London, '91.