

Dex Randall

m: 0411 505 903
e: dex@dexwork.com
[Linkedin/dexrandall](https://www.linkedin.com/in/dexrandall)

Online Product Engineer
Web Developer
Architect/Team Lead

Profile

I have 20+ years consulting in business and web software development and 10+ years commercial experience as a frontend architect and developer. I have worked for the last two years for business startups and prior to that for 6 years at a stock market investment and education company, where I managed new product launches, data and technology migration projects, web and mobile app development and a team of four developers. At the same time I was the lead architect and frontend engineer.

I have managed the launch of many greenfield online products for entrepreneurs and startups, including an interactive stock market report, a managed fund investment platform and a property crowd-investment member portal. Prior to that I ran several data and technology migration projects in CRM, web and marketing.

I'm a strong cross-functional communicator - I love working on new architecture and UI design, then delivering high quality product as efficiently as possible. I also have an aptitude for process re-engineering – in particular streamlining poorly-performing practices. I'm very committed to employee development in both technical and soft skills, helping developers to perform better as they engage more with business, products and people, not just technology.

Originally my career started with an I.T. degree then I went on to design and develop high level business, financial and manufacturing software – including software and database design, business analysis, consulting, team and project management. I have directed multi-million dollar customisation projects and managed distributed teams of 20 developers. Clients include Citibank, QAD, Tooheys, Daewoo and Black & Decker.

From 1998 I built and ran a web consultancy, designing and building web apps such as e-commerce, storefronts, CMS, community and fundraising portals. Increasingly focussed on frontend work, I began to build custom responsive frameworks and speak at conferences on frontend topics. I also ran the Joomla CMS Australian conference and user group for 6 years. I am currently working with Wordpress.

Technical Skills

- Web/mobile frontend development (Wordpress, Angular, React, jQuery, Ajax, Rest, HTML5, CSS3)
- Backend development PHP, LAMP, MySQL
- Grunt, Gulp, GIT, Jasmine, Protractor
- Agile (scrum) , JIRA, Portfolio, Confluence
- UI design, UX, usability, accessibility and performance
- Wordpress, Kartra, Mailchimp, Marketo, SugarCRM, Docebo LMS, AmazonAWS, Zendesk
- Full software development life cycle
- Extensive background in software architect and development roles

Dex Randall

Business Skills

- High success rate at hiring, rapid scaling of teams, mentoring and team performance
- Motivated to constantly improve customer service, products, processes and team skills
- Excellent collaborator with good listening, negotiating and influencing skills
- Clear insight in to business needs, at strategic, architectural and cross-functional levels
- Strong clear communicator with stakeholders, executives, clients and engineers
- Broad business, financial, team and project management experience
- Organised, decisive and a quick thinker, with strong attention to detail and quality
- Experienced product manager, especially bringing new products to market on time
- Conference organiser and speaker

Achievements

In 2016 I worked on a greenfield business startup product which launched in August. As a frontend developer I worked on both the public and member frontends in Angular 1.5 using Angular 2 components. We worked in an Agile environment, consuming backend services via REST and writing both E2E and unit tests. Built with Gulp on a codebase in Github and AWS.

In 2015 I led a project to launch a new property crowdfunding online brokerage business. I managed the design and production of the product and integrations with third party systems, coordinated the legal, compliance, support, education, marketing and sales efforts and built the web app. We had a very tight launch plan - 3 months from original idea - which was achieved, and on Oct 27th we promoted the first properties to our database of 50,000 leads for a sales target of \$2.25m by year end.

In 2014 I led a project to launch a new managed fund online business, integrating online applications, fund member portal, web site, helpdesk and transaction processing/reporting automation. We delivered a fully ASIC-compliant process within 4 months. It launched successfully and turned over \$5m in the first 3 months.

In 2013 I led a project to introduce Marketo marketing automation to the business, to replace the existing mailing list solution. This provided a tight integration with SugarCRM and deep behaviour tracking across our web and social media apps. As a result many new marketing channels were launched, broadening reach and market penetration and reducing cost per lead significantly. Marketing campaigns became highly targeted and measurable, enabling effective marketing spends on paid traffic.

Career Overview

2018-date **Wordpress Web Consulting**

Self-employed: Web consulting, design, application development, production and training.

- Consult, design and build Wordpress sites
- Develop membership systems, mailing list, marketing automation

Dex Randall

2017 **Lead Engineer (contract)**

Financial Mindfulness: Business startup

I was the architect, team lead/manager, technical product manager and frontend engineer. The product is an online Financial Mindfulness app written in React/React Native.

2016 **Frontend Developer (contract)**

Veromo: Business startup

Greenfield business registration product written in AngularJS/Symfony.

2011-2015 **Head of Development & Frontend Developer**

Trading Pursuits: Stock market education and investment.

Design, manage and maintain all online products including web, mobile apps, member services, eLearning, eCommerce, Sales, Marketing and Event Management

- Rebuild the development team, IT systems, tools, software and processes
- Launch three new online businesses – design and build online products
- Reduced bugs stats, improved compliance and risk management
- Reduce turnaround time on delivery of development products and projects
- Introduce and lead the Agile process
- Frontend developer on web and mobile app projects

1998-2011 **Web Consulting**

Self-employed: Web consulting, design, application development, production and training.

- Consult, design and build custom HTML and CMS sites (Joomla, Wordpress)
- Develop an online shop and other web applications
- Design and build responsive frameworks and custom templates

1991-1998 **Development Team Manager and Business Analyst**

QAD and Citibank: Financial, business and manufacturing software.

- Head a successful \$4m development project for a consortium of blue chip companies, to tailor U.S. manufacturing software to the Australian market
- Build a new team of 20 software developers in four Australian states and India
- Run a Quality Management System project for ISO 9000 certification
- Business analysis on a \$1.25m superannuation portfolio project

Dex Randall

Education and Professional Development

B.Sc. Hons. Computer Science and Pure Mathematics [Sheffield, UK]

Ongoing technical and business online courses. Member of a number of professional Meetups. Google Search Inside Yourself mindful leadership. Australian Institute of Management courses on presentation, leadership, project management, professional services, management skills for technical people and time management.

Organiser of the Joomla CMS user group and national conference for 6 years.

References available on request.