

# David Whyte

Senior Frontend Developer / Technical Lead

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## Professional Profile

Experienced, results-oriented Senior Developer / Technical Lead with demonstrated strength in creative problem-solving to ensure the delivery of innovative solutions and facilitate effortless, engaging customer experiences. Highly articulate and competent in the planning, development and delivery of complex projects to achieve business objectives against hard deadlines. Excellent communication and influencing skills ensures the ability to effectively engage with a diverse stakeholder base.

## Technical Competencies

- **Javascript** (Vue/Vuex, ES6, Node, React/Redux, React Native), **CSS** (CSS3, SASS), **Golang, PHP**
- **Tooling/DevOps** Webpack, Gitlab CI, Linux, AWS EC2, Jest, Mocha, Cucumber, Selenium
- Solution design and analysis, API design, team management, Agile development, sprint planning and estimation

## Qualifications

- **B.A. (Mod) Computer Science, Linguistics & German, class of 2004.**  
University of Dublin, Trinity College, Dublin 2, Ireland
- **CSM (2013)**  
Scrumology

## Professional Experience and Achievements

Technical Lead, **GVC Australia** (formerly **Neds**), Brisbane | since February 2017

When some of the original creators of the Bookmaker/Ladbrokes business decided to build a new platform from scratch, I was invited to kick off the development of the responsive Vue frontend. We released a brand new platform, website and trading interface in October of the same year. As the dev team expanded from 6 to 30+, I took command of a cross-functional product team that worked on several core components including PayPal, Braintree and eMerchants integration. Following our (re)acquisition by GVC, I was responsible for overseeing, reviewing and continually releasing code for the migrations of Betstar, Bookmaker and finally Ladbrokes onto the Neds platform.

Technical Lead, **Ladbrokes Australia**, Brisbane | March 2015 - February 2017

At Ladbrokes, I was responsible for several major product launches on the mobile site, which was skinned for the Ladbrokes, Betstar and Bookmaker brands. I became the mobile web Tech Lead in early 2016. In addition to my main responsibilities of coordinating project work and releases, I maintained a continuous channel to address technical debt and performance issues to transform the hurriedly-constructed DIY JS framework into something robust, fast and scalable that lasted right up until August 2019.

Senior Web Developer, **Sportsbet**, Melbourne | November 2010 - March 2015

I relocated to Melbourne in 2010 to rescue the UI phase of a complete rebuild of IASbet.com and [Sportsbet.com.au](http://Sportsbet.com.au), which had fallen behind schedule. In a very fast-paced 8 months, I took charge of building and maintaining consistency between the front ends of two highly complex betting sites being developed in parallel, working autonomously for large parts of the project, hiring two more developers and introducing coding standards and interdepartmental workflows that greatly improved quality and efficiency in the run-up to release. In 2012 I broke ground on and wrote a large part of the (sadly short-lived) tablet site. Finally, from the tail end of 2013 until I left, I was the acting tech lead for the in-house rebuild and launch of the mobile site.

Senior Web Developer, **Paddy Power**, Dublin | July 2006 - November 2010

At Paddy Power, I built and maintained an array of high-traffic websites including the main Sportsbook page ([paddypower.com](http://paddypower.com)) as well as the company's PHP-driven non-retail sites for bingo, poker, games, casino, spread betting and recruitment. I handled a constant stream of requests for new content pages, quick promo pages, microsites, redesigns, new content management modules and so on. In early 2010 I was promoted to lead the newly-created dedicated Sportsbook web development team, where I remained until I was offered the opportunity to rebuild the UI of their new Australian acquisition, Sportsbet.

Webmaster / Software developer, **PrivateSales.com.au**, Brisbane | June 2005 - March 2006

IT Consultant / Software Developer, **Nest Design Ltd**, Dublin | June 2004 - March 2005