

ADAM SPICE

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Full-Stack Development & User Experience Optimization | Over 20+ Years' Experience

Multifaceted technology professional with a proven track record in software development, broadcast supervision, and operations management. Equipped with expertise in full-stack development, user experience optimization, and cross-functional team collaboration, consistently delivering innovative solutions that drive client satisfaction and loyalty. Adept at combining technical prowess with a keen eye for visual design, fostering seamless business operations and elevating brand reputation. Committed to continuous improvement and staying abreast of industry trends, ensuring the delivery of cutting-edge applications and services.

Areas of Expertise

Full-Stack Software Development | Web Application Development | Database Creation & Maintenance | Application Maintenance | Broadcast Supervision & Motion Graphic Production | Operations Management | Broadcast Hardware Maintenance | Staff Training & Support | Front-End Development | User Experience (UX) Design & Optimization | Search Engine Optimization | Digital Advertising Campaign Management | Cross-Functional Team Collaboration | System Security & Reliability | Continuous Process Improvement | User Interface (UI) | SaaS Product Development

Technical Proficiencies

HTML, CSS, JavaScript, TypeScript, Azure, Node.js, React.js, Next.js, NestJS, GitHub, Angular, MongoDB, MySQL, Git, & DevOps

PROFESSIONAL EXPERIENCE

Front End Developer | Tella Ltd – Auckland, New Zealand

May 2022 – Present

Projects of Note:

1. Developed, as part of a team, a React based PaaS to enable mortgage brokers to use the Tella system for mortgage applications. This consists of a React fronted with complex state management. It uses MUI with dynamic themes that swap out based on who is logged in.
 2. Built an “advert delivery system”, which allows Tella to host adverts shown on partner websites. It consists of an expressJS server that serves react apps as static files.
 3. Integrating systems like Digioh and Calendly into the Tella ecosystem
 4. Maintaining and enhancing React/NextJS websites that use a mixture of tailwind CSS and styled components.
 5. Handled all of Tella’s DevOps which is a mixture of Azure and Github
- Increased user engagement and conversion rates by designing and developing the company's online home loan PaaS product.
 - Achieved a significant boost in organic traffic and brand awareness by creating a visually appealing and user-friendly website optimized for search engines.
 - Improved the user experience and reduced loading times by building complex React/NextJS websites and applications with robust state management capabilities using Redux and Zustand.
 - Achieved faster and more reliable performance, as well as enhanced collaboration among the development team, by successfully migrating the company's hosting and repositories from Azure to Github and Vercel.
 - Increased the effectiveness of the company's digital advertising campaigns by creating an advert delivery service from scratch that effectively targets the right audience.

Software Developer | Foster Moore – Auckland, New Zealand

Nov 2021 – May 2022

- Enhanced operational efficiency by developing, configuring, and maintaining large registry systems primarily for government organizations.

- Achieved streamlined data collection and improved user experience by utilizing Java Spring and various proprietary tools for user interface development in large-scale registry systems.
- Expedited project delivery timelines by collaborating with cross-functional teams, leading to timely execution and client satisfaction.
- Strengthened system security and reliability by implementing rigorous testing and debugging methodologies, mitigating potential risks and vulnerabilities.
- Facilitated continuous process improvement by actively participating in team discussions, providing constructive feedback, and implementing innovative solutions to optimize software performance.

Broadcast Supervisor/Junior Software Developer | ae.live – Auckland, New Zealand

Dec 2015 – Nov 2021

Projects of Note:

1. Developed a staff rostering system. This was a full stack application consisting of an expressJS back end, React/Redux front end, and uses a MySQL database. Styling was CSS using the BEM methodology.
2. Developed a time keeping application, this was for the graphic design department to keep track of time spent on projects. It was created using NextJS, and it utilised SSR wherever possible. zustand handled state management. All data was stored in a Strapi back end. This was chosen to enable admins to have a dashboard to look at with very little development.
3. Developed a “tally light” system, which is used in live television to enable placing and removing graphics from the screen. It used a serial connection to receive tally data, and then used web sockets to pass the correct data on. It was a React app embedded into electron to enable it to be cross platform

- Adeptly balanced responsibilities in both graphics broadcast supervision and full-stack software development.
- Enhanced client experience by delivering robust full-stack web applications utilizing MERN stack, Angular, Nest.js, Python2/3, and .Net technologies, meeting diverse requirements and needs.
- Ensured data integrity and accessibility through the creation and maintenance of reliable databases, fostering seamless information management across the organization.
- Optimized software performance and functionality by maintaining and updating existing applications written in Java, C#, and Delphi, contributing to enhanced productivity and efficiency.
- Elevated the quality of motion graphic broadcasts by providing expert supervision for multiple clients, consistently delivering visually impactful and engaging content.

Operations Manager | Kiwi International Digital Systems (KIDS) – Auckland, New Zealand

June 2009 – Oct 2015

- Played a pivotal role in ensuring seamless business operations, encompassing equipment management, client graphics development, and team support.
- Delivered visually compelling and tailored graphics for clients using proprietary software and Python, contributing to an exceptional client experience and brand reputation.
- Sustained optimal broadcast hardware performance through diligent maintenance, promoting uninterrupted service and minimizing downtime.
- Fostered professional growth among broadcast staff by providing comprehensive training and support, enhancing overall team competency and expertise.
- Consistently met and exceeded client expectations by focusing on their requirements and diligently executing all operational aspects, securing client satisfaction and loyalty.

EDUCATION

Diploma in Software Development | Whitecliffe College – Auckland
Udemy – Online | Next.js and React – The complete guide

Graduated 2021
Graduated 2020