

# Sam Hartley | Senior software engineer

Richmond, London – UK

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## Skills

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**Languages:** Typescript/Javascript, C#, Python, Ruby, \*sh, HCL

**Frameworks:** React, React Native, NestJS, Next.js, Rails, Unity

**Infrastructure:** AWS, Cloudflare, Docker, Terraform, Github/Gitlab CI, \*nix

## Experience

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### adbuttr

Co-founder

**Remote**

Jan 2025–Present

- Co-founded startup developing AI-native people analytics system to help businesses understand their employees
- Led product development through multiple iterations, incorporating user feedback and market research
- Iterations included a Slack bot analysing public channels and LLM-powered system for generating bespoke candidate interviews
- Architected full-stack solutions using React Router v7, Node.js, integrated with Slack API
- Deployed scalable infrastructure on AWS and Cloudflare for high availability

### Humaans

Senior software engineer

**London**

Apr 2024–Jan 2025

- Developed automated workflow solutions for HR processes, streamlining employee onboarding and management tasks
- Built robust form builder backend using Node.js and BullMQ, enabling dynamic HR form creation and processing
- Implemented performance management frontend using ReScript and React, delivering intuitive employee review interfaces

### Not On The High Street

Senior software engineer

**Richmond, London**

May 2022–Apr 2024

- Led end-to-end implementation of customer loyalty programme, increasing user retention by driving repeat purchases
- Developed post-purchase order tracking system, improving customer experience and reducing support requests for the customer success team
- Built scalable address lookup service using AWS Lambda and OpenSearch in order to save operational costs
- Architected implementation strategy for design system rebrand
- Utilised Datadog for incident response and root cause analysis, maintaining system reliability and performance
- Mentored and coached mid-level engineers, fostering technical growth and best practices adoption

### Boxmodel

Technical lead

**Newcastle**

May 2021–May 2022

- Led client project delivery using React, TypeScript, GraphQL and Next.js stack
- Modernised development workflow by introducing GraphQL, Terraform infrastructure-as-code and automated testing
- Mentored junior and mid-level developers through pair programming and code reviews
- Managed client relationships, gathering requirements and providing technical estimates for project planning

### OnTheGoSystems

Full-stack developer

**Remote**

Jun 2020–Mar 2021

- Joined a small team to build a greenfield social media app around dancing
- Built React Native teacher app with lesson creation, scheduling and student feedback features for dance education platform
- Implemented authentication system across multi-platform architecture (GraphQL API, student/admin web portals, mobile app)
- Established end-to-end testing pipeline using CodeceptJS, BrowserStack and Bitrise for continuous integration
- Developed React admin dashboard for managing dance studios and creating reusable lesson templates

## Nurole

Full-stack developer

Notting Hill, London

Jan 2020–Jun 2020

- Led transition from Rails/Backbone.js monolith to microservices architecture, improving deployment speed and maintainability
- Built ETL pipeline transferring data from MongoDB to PostgreSQL data warehouse for business intelligence
- Implemented client feedback and candidate interview scheduling systems using VueJS and Node.js
- Configured database access controls and conducted SQL training workshops for non-technical teams

## Karma

Software developer

Twickenham, London

Jan 2017–Jan 2020

- Developed companion puzzle app for ITV's This Morning using Unity with Node/React CMS for content management
- Developed mobile games for iOS/Android using custom engine built on top of MonoGame
- Built live streaming platform for Saks Fifth Avenue Christmas show using MeteorJS, deployed on AWS Elastic Beanstalk
- Created real-time social media moderation system aggregating comments to be used on live broadcasts

## Projects

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**sixfives ([github.com/jamtartley/sixfives](https://github.com/jamtartley/sixfives))** | *Social video collaboration app* | React Native/Typescript/GraphQL/AWS

- Algorithmically generates a compilation video based on uploads from many users
- Turborepo monorepo with React native client, API, workers, admin panel and landing page
- ECS (Fargate), Lambda, ElastiCache, RDS, Cognito, Wireguard via EC2, GCP

**jamtartley.com ([github.com/jamtartley/jamtartley.com](https://github.com/jamtartley/jamtartley.com))** | *Personal homepage* | flam

- Created using a custom templating language (flam)
- Designed to look like a tiling window manager in a \*nix environment
- Deployed as a Cloudflare worker