Paul Clarke

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LINKS

website, github, linkedin

PROFILE

Client-facing Software Engineer with a strong technical support mindset and 15+ years of experience in customer service and operations leadership. I'm at my best when I'm close to the user: listening to what's happening, asking the right questions, translating it into a clear technical problem, and driving it through to a reliable fix. In my current role, I support high-visibility, public-facing web applications used by rail brands and their customers. I work with stakeholders and clients to review designs, confirm requirements, explain trade-offs in plain English, and keep communication tight from first report to resolution. I'm comfortable owning escalations, providing calm updates, and making sure customers feel heard while still being hands-on in the codebase to diagnose issues across frontend/backend/data layers, ship fixes, and verify behaviour in live environments. What I bring is a combination of engineering ability to solve production problems, and the customer-facing maturity to manage expectations and protect trust. I've shipped 150+ production PRs improving stability and customer experience, and I proactively build tools, documentation, and repeatable processes that reduce repeat issues and speed up delivery. Technically I'm strongest in JavaScript, APIs/JSON, UI delivery from Figma to production, and accessibility (WCAG) with a working knowledge of Python and full-stack fundamentals.

WORK EXPERIENCE

Jan 2024 — Present

Software Engineer, Whoosh Media
London

- Build and maintain client-facing web applications used by the general public to support the rail journey experience (departures, arrivals, disruptions, delays and cancellations).
- Create designs in Figma and deliver UI changes through to production, including stakeholder reviews and client sign-off, then implementation in JavaScript with REST APIs / JSON data integration.
- Own quality across the release lifecycle: pre-production testing, accessibility checks, bug triage, and verification in live environments.
- Diagnose and fix front-end and back-end issues logged via Jira, contributing code through Bitbucket workflows through to merge into master for production release.
- Support key rail clients and brands including Network Rail, LNER, and South Western Railway, working on high-visibility pages and journey-critical user flows.
- Built an SVG-to-polygon conversion tool to enable interactive station maps (converting SVG paths into polygons for use with D3.js), improving delivery speed and consistency for map features.
- Proactively monitor production behaviour through daily checks, raising clear, actionable tickets and resolving issues where appropriate to maintain a stable, user-friendly experience.
- Shipped 150+ PRs improving platform stability and customer experience, including production bug fixes across frontend, backend, and data layers.

Tech: JavaScript, REST APIs, JSON, Figma, Jira, Bitbucket, D3.js, Accessibility (WCAG)

Jan 2024 — Dec 2025

Software Engineer, Reglaze Eyewear
London

- Designed and delivered a custom e-commerce ordering platform for an optical lens manufacturing business, enabling customers to place, manage, and track orders through a seamless digital experience.
- Owned the project end-to-end, from business requirements and solution design through to frontend implementation, backend order management workflows, and production launch.
- Built custom JavaScript functionality and Shopify (Liquid) extensions to support complex order creation and manufacturing-specific logic not available out of the box.
- Partnered directly with business stakeholders to translate operational pain points into scalable technical solutions, balancing usability, maintainability, and future growth.
- Created the foundations of a new revenue stream by replacing manual or fragmented ordering processes with a streamlined, self-service platform.
- Designed the user experience in Figma, including layouts, flows, and custom SVG illustrations, then implemented designs into production-ready frontend code.
- Delivered a solution focused on long-term extensibility, allowing the platform to evolve as product offerings and operational needs change.

Tech: JavaScript, Shopify (Liquid), Figma, SVG, HTML/CSS

| Mar 2023 — Jan 2024 | Full-Stack Software Development Bootcamp, Code Institute | London |

- Completed an intensive full-stack programme focused on designing, building, and deploying production-style web applications.
- Built full-stack projects using React and Python (Flask/Django) with SQL/MongoDB, prioritising clean, maintainable code and clear documentation.
- Practised Agile delivery including sprint-style iteration, version control with Git/GitHub, peer code reviews, and collaborative development.

Projects:

- Electric Eden: Built a client-facing front-end application to showcase and manage band bookings; integrated external data via Google APIs. *Tech:* JavaScript, HTML, CSS, Google APIs
- Out & About *(Hackathon Winner)*: Developed an interactive experience to discover Pride events worldwide and explore key historical moments; implemented mapping and location-based exploration.*Tech:* Python, JavaScript, Tailwind CSS, Mapbox API
- Rise & Reflect *(Hackathon Winner)*: Created a daily planning tool that helps users organise tasks while providing wellbeing guidance; delivered a usable end-to-end web app with a simple, accessible UI. *Tech:* Python, Flask, JavaScript, Bootstrap

| Oct 2019 — Mar 2022 | Operations & Customer Experience Lead (Manager), Cubitts | London |

- Transformed operational performance and customer experience by owning end-to-end workflows across ordering, quality control, dispatch, and in-store service delivery.
- Led a major shift from outsourced to in-house production, reducing external dependency from ~90% to ~40% while increasing throughput and maintaining strict quality standards.
- Designed and implemented KPIs, reporting, and escalation paths, enabling faster decision-making, fewer errors, and more predictable lead times.
- Built repeatable processes and playbooks (training, QA, customer issue handling) that improved consistency and significantly reduced repeat issues across teams and locations.
- Managed the launch and ramp-up of a new flagship store (Coal Drops Yard), hiring, training, and coaching a new team to deliver high service standards from day one.
- Established a feedback-driven, root-cause culture, responding rapidly to customer issues and implementing preventative improvements to sustain strong customer satisfaction.
- Partnered closely with cross-functional stakeholders to align priorities, communicate progress clearly, and deliver operational improvements under tight time constraints.

| Apr 2015 — Oct 2019 | Retail Operations Manager, KITE Eyewear | London |

- Joined a high-growth start-up as the first Lab Manager, designing and launching the company's first in-house glazing laboratory with a focus on quality-first delivery at scale.
- Built operational foundations from scratch: introduced standard operating procedures, quality controls, and workflows to improve consistency, reduce errors, and support growth.
- Played a hands-on role across the business (lab, retail, systems, and customer experience), operating as a key problem-solver in a fast-moving environment.
- Supported the creation and ongoing improvement of an optical software system and related applications, helping translate operational needs into practical system requirements.
- Promoted to Retail Operations Manager, implementing process and training improvements that increased efficiency and improved profitability in key areas.
- Led staff enablement and product training to raise service standards and ensure teams could confidently support customers and resolve issues.
- Owned operational hygiene across the retail estate including stock control, security, and compliance, maintaining high standards day-to-day

EDUCATION

| 2023 — 2024 | Diploma in Full Stack Software Development, Code Institute |

| 2013 | BA Hons Contemporary Performance, University of Winchester |