

Ashton Holgate | Full Stack Software Developer

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Professional Profile

"Detail-oriented software developer who transforms complex challenges into intuitive web experiences."

A multi-skilled software developer with a 6 year track record of crafting outstanding web experiences. Currently working with **React** and **Node.js**, utilising **Typescript** and **SQL** databases. Passionate about creating beautiful and intuitive digital solutions, I have extensive expertise in developing a variety of software tools ranging from online payment services and contract generation systems to sophisticated quote-building applications. With significant startup experience, I'm adept at pivoting swiftly and breathing life into innovative ideas. Comfortable with swiftly learning and implementing new technologies, and excited to work with a talented team of developers building the next frontier of top-class software.

Core Skills

- Building user-friendly software that is a pleasure to use and maintain.
- Communicating with managers and updating them on progress regularly.
- Understanding, and contributing towards technical and UX/UI design.
- Approaching software tasks practically, with consideration for the time taken to develop and the value of the software once delivered.
- Contributing to the full development lifecycle, from conception and design through to architecting, building, and delivery.

Core Technologies

- React
- Node.js
- Next.js
- Express.js
- Redux
- Typescript
- Docker
- Balsamiq
- CSS
- SQL
- Git
- Figma

Career Summary

Daemon Solutions

December 2023 - Present

"Daemon is a leading UK technology consultancy driving digital transformation."

At Daemon, I am a Senior Consultant, responsible for delivering projects and mentoring less experienced colleagues. Key achievements include:

- Designed and built a 2-dimensional floor-plan manipulator, using **React**, **Typescript**, and **HTML canvas**, for Sainsbury's. This system allowed users to group fixtures into temperature zones, define optimal paths, and supported drag-and-drop, zooming, panning, and rendering complex connections.
 - Embedded this solution within a portal management system, complete with authentication and authorization strategies.

- Significantly contributed to the overall architecture plan for a large microservice-based system for Sainsbury's, which used Kafka topics as one of its primary data sources.
- Led the UX, UI, and general architecture of an internal AI project to analyse and optimise a collection of Confluence pages.
- Guided and mentored junior colleagues, ensuring their growth and development within their roles.

Luxtripper

October 2017 - October 2023 (6 Years)

"Luxtripper is a luxury travel company specialising in bespoke, tailor-made holidays using a combination of cutting-edge technology and deep travel expertise."

Over my tenure at Luxtripper, I grew from a **Junior Front End Developer** to a **Full Stack Software Developer**, progressively taking on more intricate projects and responsibilities. The technical stack, at a high level, is **React**, **Node.js** and **SQL**. Below are some of the key projects I helped bring to fruition:

- **Itinerary Builder** from scratch, used by sales staff to construct international itineraries to sell to customers. Includes multi-layered nested form manipulation, relational validation rules (such as chronological line item validation, or ensuring that an activity happens during a hotel stay), drag and drop functionality, all while ensuring optimal performance in React.
- **Online Itinerary Viewer** for customers to view the itineraries that were made for them. I personally designed and built this side of the system, which was so successful it was responsible for a **270% increase in conversion**, has been used as a show piece to investors and shareholders, and has been used by the industry for inspiration for their own products.
- **Internal CMS** to support the selling, and continued management, of said itineraries. Includes a sales pipeline system with drag and drop functionality allowing managers to get immediate insight into salespeople's estimates of when their leads are likely to sell.
- **Hotel Contract Editor & Searcher** which allows users to load in contracts that Luxtripper holds with hoteliers and then search through them, given various inputs, to have a 'calculated stay' generated for them. This stay would include the total cost, the room and rate that they would be on, and all perks available during that stay based on their room and rate. These stays are saved for future consumption, but can be converted into hotel line items for the itinerary builder and pasted in with a single click.
- **Automated Email Scheduling System** for sending emails to customers automatically, such as payment reminders, travel reminders, and post travel well wishes.
- **PDF Generators** which customers could use to generate offline versions of their itineraries, or Luxtripper could use to generate travel documents.
- **Autosaving Flight Pricing System** with all the complexity mentioned in the itinerary builder, but also will full auto-saving across the system. Both communicating this feature to users, and architecting the system itself, were instructive and exciting challenges that I was proud to overcome.
- **Buy Online System**, allowing customers to buy itineraries without reaching out to customers directly. Internal users can load itineraries, using the **Itinerary Builder**, and define availability and pricing periods for customers to then buy directly on the website.

- **Migration from AngularJS** was conducted early in my tenure at Luxtripper, as we felt that moving to React would speed up our development time and make it easier for us to develop more complex products.

Full Stack Software Developer - May 2022 - October 2023

During this period I helped build the **Buy Online System**, **Autosaving Flight Pricing System** and **Automated Email Scheduling System**, the former I architected and built the entire FE and the latter being done entirely by myself.

Front End Software Developer - October 2018 - April 2022

During this period I worked on the **Hotel Contract Editor & Searcher**, in addition to working on various enhancements to the **Itinerary Builder**, **Online Itinerary Viewer**, **Internal CMS**, **PDF Generators**, and changes to the customer facing website.

Junior Front End Software Developer & UI Designer - October 2017 - September 2018

During this period I designed and built the **Online Itinerary Viewer** which resulted in a 270% increase in conversion (see: above), and also worked on the FE for the **Itinerary Builder** and the general system, called **Suadela**, which would come to house many of the previously mentioned projects. I was relied on for all FE tasks, including changes to the customer facing website, during this period. I also assisted in the migration from AngularJS during this period.

Education

BA(Hons) 2:1 Philosophy and Politics | Essex University 2010 - 2013

Transferable Skills

- **Communicating** intricate ideas in concise and easily understood ways.
- **Producing** articulate and professional documents within tight deadlines.
- **Conducting** thorough analyses to formulate actionable and effective strategies.
- **Analysing** complex ideas and producing insightful interpretations for practical applications

Education Summary

My philosophical studies emphasised clear and persuasive communication, teaching me to present ideas convincingly through systematic, structured arguments. Honed a meticulous attention to detail in problem-solving and analysing complex issues. Studied classical Greek philosophy, 17th century enlightenment ideology, and modern discourse on ethics, politics, and human rights. Organised presentation groups bi-weekly to identify, clarify, and expound upon key topics taught in previous weeks.