

VINOD SOBA

Senior Full Stack Web Developer

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EXPERIENCE

Founder / Full Stack Developer

BeautyBop

📅 05/2026 - Present

- Develop and maintain a live Magento 2 ecommerce platform using PHP, JavaScript, HTML, CSS and MySQL, delivering new features and ongoing improvements.
- Built custom supplier API integrations for product, pricing, stock and image management, including automated and scheduled processes.
- Manage development across local, staging and production environments using Git, including testing, debugging, deployment and production support.
- Take ownership of platform performance, security and reliability, troubleshooting production issues and implementing ongoing technical improvements.

Full Stack Developer

Addison Lee

📅 10/2022 - 05/2026

- Developed and maintained the Addison Lee WordPress theme using PHP, JavaScript, ACF, HTML5 and CSS, building responsive templates, reusable components and custom functionality.
- Built custom Gutenberg blocks and maintained WordPress plugins to support new features and give content teams greater flexibility when managing the website.
- Planned and delivered new features across the WordPress platform, working with existing PHP and JavaScript code to refactor functionality, debug issues and resolve production bugs.
- Set up and configured Tailwind CSS and Webpack as part of the frontend build process, helping create a more consistent and maintainable development workflow.
- Worked with MySQL and the WordPress database when developing features and investigating application and data-related issues.
- Integrated third-party services and APIs, including Freshdesk forms, chatbots and lead-generation functionality, while considering performance, security and maintainability.
- Worked closely with developers, marketing teams, project stakeholders and third-party partners to plan requirements, discuss technical approaches and deliver work to agreed deadlines.
- Worked collaboratively using Git-based workflows, creating and reviewing pull requests, participating in peer code reviews and managing development across local, staging and production environments.
- Took ownership of features from implementation and testing through to deployment and ongoing support, proactively resolving technical issues as they arose.

Front End Developer

Y-Wilson

📅 07/2022 - 10/2022

Digital Agency, London

- Developed an interactive Sudoku game using React and JavaScript, building reusable components and responsive functionality across desktop and mobile devices.
- Worked closely with UX designers to translate Figma designs into responsive, production-ready frontend components and interactive experiences.
- Built complex frontend interactions including game-state logic, timers and drag-and-drop functionality using a component-based architecture.
- Debugged and refined application behaviour across different devices and browsers, focusing on performance, usability and a consistent user experience.
- Collaborated with the Magento developer to prepare, hand over and integrate the completed game into the Loquet London Magento 2 ecommerce website for production deployment.

SUMMARY

Senior Web Developer with 15+ years of experience building and maintaining websites, ecommerce platforms and web applications, with extensive commercial experience across WordPress, PHP and modern JavaScript development. Skilled in custom WordPress themes, ACF, Gutenberg blocks, plugin development and maintenance, alongside React, Next.js, TypeScript and Magento. Experienced working collaboratively across the full development lifecycle, from planning and architecture through development, code review, debugging and deployment, with a strong focus on performance, security and maintainable code.

EDUCATION

BA (Hons) Multimedia & Computer Science

[University of West London](#)

SKILLS

React	Next.js	JavaScript	HTML5
CSS3	Tailwind CSS	WordPress	
Magento 2	ACF	Git	GitHub
Node.js	TypeScript	REST APIs	
Gutenberg	Custom Themes	Gulp	
Responsive Design	PHP	Webpack	
MySQL			

PROJECTS

Addison Lee Digital Platform

🔗 <https://www.addisonlee.com>

Frontend development and website management across multiple company websites, landing pages, and customer-facing digital experiences

Ocean Media Event Platforms

🔗 <https://www.nationalweddingshow.co.uk>

Frontend development and digital campaign work across multiple event and media brands, delivering responsive websites, landing pages, and marketing-focused user experiences

BeautyBop Ecommerce Platform

🔗 <https://www.beautybop.co.uk>

Magento 2 ecommerce platform focused on frontend UX, SEO optimisation, responsive design, and ecommerce performance improvements

EXPERIENCE

Front End Developer

Nteractive

📅 10/2021 - 06/2022

Digital Agency, London

- Developed responsive event and campaign websites for global clients including Gartner, Hewlett Packard and New Balance using HTML, CSS, JavaScript and CMS platforms.
- Worked closely with UX/design teams to turn creative concepts into responsive, interactive web experiences across multiple client projects.
- Joined client meetings to discuss requirements, progress and feedback, taking ownership of development through to delivery.
- Collaborated with developers across different time zones, managing multiple projects and resolving issues to keep work on track and meet client deadlines.

Front End Developer

Ocean Media Group

📅 10/2019 - 09/2021

Media, Events and Marketing

- Developed and maintained responsive event websites, landing pages and digital experiences across multiple brands using WordPress, HTML, CSS, JavaScript and jQuery.
- Built and updated WordPress themes and templates using Advanced Custom Fields (ACF), creating flexible layouts for internal content and marketing teams.
- Worked across WordPress and other CMS platforms, using Gulp as part of the local development and frontend build workflow.
- Used Git for version control, participated in regular code reviews and managed website updates and deployments across development, staging and production environments.

Full Stack Developer

St John's Laboratory Ltd

📅 09/2018 - 09/2019

Biotech

- Developed and maintained the company's Magento ecommerce platform, delivering responsive frontend improvements using Bootstrap, JavaScript, jQuery, HTML and CSS.
- Supported the migration from Magento 1.9 and helped establish staging environments for development, testing and production deployments.
- Debugged and tested frontend and backend functionality across staging and production, resolving issues and improving website reliability.
- Worked with the application database and optimised queries and frontend performance to improve page speed and overall user experience.

Senior Full Stack Developer

Registry Trust Ltd

📅 11/2013 - 08/2018

- Developed and maintained multiple company websites and web applications using WordPress, Joomla, PHP, JavaScript, HTML and CSS within an Agile development environment.
- Built database-driven portal functionality to dynamically display client shareholdings, investments and reporting data.
- Worked across frontend and backend development, troubleshooting existing functionality and delivering new features and ongoing website improvements.
- Led and supported digital projects, collaborating with stakeholders while mentoring and providing technical support to junior developers.

Web Developer

Regus

📅 03/2011 - 10/2013

- Developed landing pages and microsites using ASP, HTML, CSS, and MySQL
- Maintained company websites, resolved frontend issues, and deployed website updates across digital platforms

PROJECTS

St Johns Laboratory

🔗 <https://stjohnslabs.com>

Worked on Magento ecommerce development, responsive frontend redesigns, and performance optimisation across the company website and digital platforms

Personal Portfolio Website

🔗 <https://www.vinodsoba.co.uk>

Modern portfolio website built using Next.js, Tailwind CSS, and headless WordPress architecture to showcase frontend development projects and technical capabilities