

# DANIEL FORD. </>

SOFTWARE ENGINEERING LEAD

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## PROFILE

Providing hands-on development with technical leadership, mentoring, and pragmatic decision-making to help software development teams deliver secure, sustainable and user-centered solutions in agile environments. Experienced in consultancy, stakeholder engagement, and guiding software systems through their full lifecycle, from discovery and architecture through to delivery, product vision and long-term support.

## EDUCATION

Computer Science with Cyber Security MSc  
Wrexham Glyndwr University

2026

2022

Network Management & Security BSc  
University of Glamorgan

2016

2018

## EXPERIENCE

Software Engineering Lead  
Royal National Institute for Deaf People

PRESENT

2026

- Built and led the Technology team from inception, recruiting, managing and development of a high-performing team of Full Stack, WordPress and CRM developers.
- Defined, architected and delivered end-to-end systems in Azure Cloud Portal for delivering web applications, API and Integrations between internal platforms and services using a variety of cloud-based technologies.
- Managed stakeholders through discovery, alpha, beta and MVP delivery phases to ensure adequate requirements gathering and technical architecture.

Senior Full Stack Developer  
Royal National Institute for Deaf People

2026

2024

- Architected and oversaw delivery of enterprise ETL pipelines integrating external APIs with Dynamics365 CRM via Azure Service Bus, embedding message-driven design, fault tolerance, and governance controls to support reliable, scalable data flows.
- Owned the end-to-end architecture and delivery of an automated request management workflow leveraging Microsoft Forms, Azure Functions and Logic Apps, SharePoint and PowerBi, embedding prioritisation, auditability and scalable process control from concept to operational delivery.
- Partnered with Google to design and deliver a location-based accessibility service enabling users to submit verified data on working and non-working hearing loops, establishing validation workflows and governance controls before publication to Google Maps.

## SKILLS

Full Stack Development

REST API

PHP

JavaScript

jQuery

Node.js

NPM/NVM

HTML, Sass/CSS

MySQL/MariaDB

Agile Mindset



## DEVOPS

Git & GitHub Actions

CI/CD Pipelines

Azure DevOps

Docker



## AWARDS

PL-900 Microsoft Power

Platform Fundamentals



Full Stack Developer 2024  
 Royal National Institute for Deaf People 2022

- Defined and implemented a modular design system and component library, aligning engineering and design principles to improve maintainability, accessibility compliance and cross-team delivery efficiency.
- Architected and delivered an Insights Library to centralise analytics, reporting artefacts, and institutional knowledge, improving data visibility, supporting evidence-based decision-making, and reducing duplication across teams.
- Led the design, architecture, and iterative development of a flagship online hearing check product, implementing an SNR grid-based testing model within the public WordPress platform, optimisation for performance and search visibility, and achieving first-page Google rankings with over 700,000 completed tests to date.

Technology Lead 2022  
 EU Reporter Media & Communications LTD 2021

- Expanded the business operations to achieve EU Parliamentary Economic Growth
- Led the architecture and operational management of the WordPress-based EU news platform, delivering a scalable publishing environment that supported sustained traffic growth, improved advertising inventory value, and strengthened search-driven audience acquisition.
- Designed and implemented automated content syndication pipelines using Zapier to distribute and localise articles across nine subsidiary language sites, reducing manual editorial overhead and enabling consistent cross-platform publishing.
- Delivered a structured Core Web Vitals and technical SEO optimisation programme, improving page performance, strengthening organic rankings, and increasing high-value search traffic, improving user acquisition and retention,

Digital Marketing Manager 2021  
 FOR Cardiff – Cardiff BID Ltd 2020

- Managed and optimised the organisation’s website platform, improving user experience, content governance, and performance to support stakeholder promotion and city-wide initiatives.
- Designed and delivered integrated marketing campaigns promoting city-wide events and member businesses, coordinating stakeholders to maximise reach and commercial impact.
- Led the production of a web-optimised digital annual report, translating complex organisational performance data into an accessible, user-friendly online format to increase transparency, stakeholder engagement, and reach beyond traditional PDF distribution.

Frontend Developer 2019  
 Diploma MSc – Learna LTD 2017

- Owned the end-to-end management of the organisation’s website platform, overseeing performance, security, release cycles, and content governance to support student acquisition and cohorted programme delivery.
- Administered and optimised the CRM platform, improving data integrity, lead management workflows, and reporting accuracy to strengthen marketing attribution and enrolment performance.
- Managed and enhanced the Moodle learning management system (LMS), overseeing SCORM package deployment, e-learning content integration, user access governance, and platform stability to support scalable online postgraduate programme delivery.

**CI/CD**

CloudFlare  
 Microsoft Entra ID  
 Azure Key Vault  
 Microsoft Entra ID  
 EC-Council CEH

**ANALYTICS**

Microsoft PowerBi  
 Google Looker Studio  
 Google Core Web Vitals  
 New Relic

**PLATFORMS**

Microsoft Azure  
 Amazon Web Services (AWS)  
 Google Cloud Platform (GCP)  
 Microsoft PowerPlatform

**TOOLING**

Visual Studio  
 Azure Service Bus  
 Selenium & Cypress  
 Application Insights