

Joshua Hales

SENIOR BACKEND ENGINEER

Details

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Links

Personal Website:

<https://www.joshuahales.co.uk>

GitHub:

<https://github.com/JoshuaHales>

LinkedIn:

<https://www.linkedin.com/in/joshua-hales-227547148/>

Skills

Backend & Data: PHP, Laravel, Symfony, MySQL, Redis, REST APIs, Python/Django

Frontend: TypeScript, JavaScript, React, Redux, Tailwind CSS, HTML, SCSS

Cloud & Delivery: AWS, GCP, Laravel Vapor, Laravel Octane, Docker, Laravel Forge, Git, CI/CD

Testing & Observability: Pest, automated testing, code reviews, Sentry, Datadog

Tools & Integrations: Laravel Nova, GetStream, Stripe, Customer.io, Metabase, PostHog

AI & LLMs: OpenAI API integrations; daily use of Claude, ChatGPT, and Cursor for development, debugging, and code review

Languages

English - Fluent
Greek - Elementary

Profile

Senior Backend Engineer with 9+ years of experience building and scaling SaaS platforms and web applications. Expert in PHP and Laravel, with a strong full-stack background in TypeScript and React. Experienced in owning features from requirements and system design through to implementation, deployment, and production support, including complex API integrations, background processing, and operational tooling. Builds practical AI and LLM integrations to improve products and workflows. Comfortable working independently and across teams, with experience mentoring developers and delivering for both startups and established organisations.

Employment History

Senior Backend Engineer at PerchPeek, London

NOVEMBER 2024 — PRESENT

Working as a Senior Backend Engineer at PerchPeek, a relocation platform helping companies manage employee moves, services, and support. Developed PerchPeek's core Laravel API, powering employer, operations, and relocater products for global employee mobility. Owned feature delivery across domain modelling, API development, third-party integrations, queued jobs, and operational tooling.

Key responsibilities:

- Helped migrate talent operations to a unified case model, bringing services, expenses, relocation-stage history, and ClickUp add-on synchronisation into one case file.
- Built a flexible talent attribute system, attribute-request workflows, configurable reporting with exports, and reusable profile widgets.
- Delivered immigration workflows covering stage, risk, and milestone tracking, planner assignment, and template-generated internal planners.
- Developed employer self-serve initiation through draft forms, CSV and Excel bulk uploads, and ATS webhooks, including encrypted Ashby payloads. Improved large-upload reliability by addressing timeouts and database deadlocks.
- Extended expense management with budget and spend visibility, multi-currency conversion, finance exports, and more resilient foreign-exchange handling.
- Integrated AI-assisted relocation updates and conversational reporting over expense data, alongside a chat sentiment analysis proof of concept.
- Improved GetStream chat performance, file previews, unanswered-conversation alerts, and notifications across in-app messaging and email.
- Established a dedicated Laravel Vapor demo environment with queued generation of realistic data, and improved production observability.

Technology stack:

- **Backend & Data:** PHP, Laravel, MySQL, Redis, REST APIs, queued jobs
- **Cloud & Infrastructure:** AWS, Laravel Vapor, Laravel Octane
- **Tools & Integrations:** Jira, Linear, GetStream, ClickUp, Ashby, OpenAI
- **Testing & Observability:** Datadog, Pest, Sentry
- **Source Control:** Git, GitHub

Founding Full Stack Engineer at YHANGRY, London

FEBRUARY 2022 — NOVEMBER 2024

Worked as part of a highly agile startup building Yhangry, a Y Combinator-backed marketplace helping customers book private chefs for various occasions, with a network of over 600 chefs across the UK. Played a key role in transforming the marketplace product, contributing to over 100% year-on-year growth as part of a dedicated team. Developed and maintained high-quality web applications, led critical projects, and collaborated with third-party providers. Working within a small team provided broad ownership across the development cycle.

Key responsibilities:

- Developed and maintained scalable web applications using Laravel (PHP), MySQL, and Laravel Nova for backend administration.
- Translated UX/UI designs into responsive product experiences using React, Redux, and Tailwind CSS.
- Led the conversion team to identify blockers, test solutions, and improve conversion rates.
- Collaborated on rapid prototypes, iterating on solutions with customers, chefs, third-party providers, and internal teams.
- Engaged directly with customers and chefs to understand their challenges, translating feedback and insights into product improvements that supported platform growth.
- Implemented Metabase, a business intelligence tool, to track key company growth metrics and provide insights for business and product decisions.
- Built and maintained core platform components, including lead generation, customer dashboards, messaging, chef tools, and Stripe integration. Developed REST APIs, optimised databases, and enhanced tracking with Google Analytics and PostHog.
- Conducted A/B testing and applied test-measure-learn approaches, alongside automated end-to-end testing, code reviews, and QA to maintain code quality and performance.
- Improved user communications by integrating Customer.io for emails and optimising Twilio/Bird SMS messaging, significantly reducing costs.
- Built OpenAI-powered tools to help chefs submit higher-quality responses and quotes.
- Mentored placement students and graduates, supporting their development and integration into the team.

Technology stack:

- **Environment tools:** Vite, and Webpack to create static assets.
- **Backend:** PHP, Laravel, MySQL, REST APIs, GCP, Laravel Forge, OpenAI
- **Frontend:** React, Redux, HTML5, SCSS, JavaScript, jQuery, Tailwind
- **CI/CD:** Jira, Git, GitHub, Bitbucket, Laravel Forge, SourceTree
- **Analytics/Metrics:** Datadog, Google Analytics, Metabase, PostHog

Full Stack Engineer at Dare Digital, London

JANUARY 2019 — FEBRUARY 2022

Developed and maintained web applications within a digital marketing agency for major clients including BMW and MINI. Worked on projects including BMW Digital Sales Desk and BMW Discover, collaborating with clients, third-party providers, and internal teams throughout delivery.

Key responsibilities:

- Developed, maintained, and upgraded web-based applications using various frameworks including Laravel (PHP), Pimcore, and Django (Python).
- Implemented scalable and efficient website functionality using serverless technologies such as AWS Lambda to enhance performance and reliability.
- Developed frontend interfaces using React, Redux, and Bootstrap.
- Designed REST APIs and database structures for multiple projects and platforms.
- Integrated and updated website tracking data layers with Google Analytics and Adobe Analytics.
- Integrated and maintained payment checkout systems using Ingenico and Adyen.
- Built and styled email templates using Laravel's Blade templating engine.
- Managed deployments, reviewed pull requests, and coached new starters and freelancers.

Technology stack:

- **Environment tools:** Docker, Parcel, Gulp, and Webpack to create static assets
- **Backend:** PHP, Laravel, Django (Python), MySQL, REST APIs, AWS RDS, GCP
- **Frontend:** React, Redux, HTML5, SCSS, JavaScript, jQuery
- **CI/CD:** Jira, Git, GitHub, Bitbucket, SourceTree, Jenkins, Ansible
- **Tools & Integrations:** Pimcore, AWS Lambda, Bootstrap

Web Developer at Revive.Digital, Southend-on-Sea

JUNE 2018 — JANUARY 2019

Developed and maintained web solutions for new and existing campaigns within a digital marketing agency, primarily serving the housing and stock sectors.

Key responsibilities:

- Developed website functionality using PHP, Laravel, and Symfony, collaborating with clients and third-party providers.
- Built responsive, cross-browser pages using HTML5, Sass, and jQuery, and implemented .htaccess rewrites and dynamic sitemaps to support SEO.
- Integrated third-party APIs and presented statistical data using Material UI components and Chart.js.
- Created cron jobs for maintenance, automated content updates, and house pricing guides using external API data.

Web Developer at NeoGen Design, Dublin

NOVEMBER 2017 — APRIL 2018

Worked as part of a small team targeting the print and design industry. Developed and maintained several solutions for new and existing campaigns.

Key responsibilities:

- Developed reusable PHP and MySQL solutions.
- Created responsive, cross-browser web pages with HTML5, CSS, and JavaScript.
- Met tight deadlines while producing high-standard prototypes for clients.

Education

Dún Laoghaire Institute of Art, Design and Technology (IADT), Dublin

2013 — 2017

Academic Qualifications:

- Bachelor of Science (Hons) in Multimedia Systems & Web Engineering.
- Achieved a First-Class Honours/Distinction with a final GPA of 3.9/4.0
- Dissertation: Irish Travel Bot, Natural Language Processing within a Chatbot Application.

St. Fintan's High School, Dublin

2007 — 2013

Academic Qualifications:

- Leaving Certificate (equivalent to A Levels).
- Achieved 5 Honours: Mathematics, English Literature, Geography, Biology, and Art History.
- Achieved European Computer Driving Licence (ECDL) Certificate.

References

References available upon request