

PROFILE

Senior software architect and full-stack lead. 25 years turning complex business problems into fast, reliable software.

I lead projects end to end, from requirement analysis and technical architecture through development, database design and delivery, and I stay hands-on in the code.

For the last 15 years I have built and run a multi-country e-commerce platform on .NET, React, SQL Server and AWS, taking it from the UK into Germany, Ireland, France, Spain, Italy and Portugal, while leading a team of 10+ developers.

Before that I worked as a contractor and in permanent roles across e-commerce, telecoms, pharmaceuticals and manufacturing, from SMS platforms in Dubai to Visto Mobile apps used by Vodafone and T-Mobile.

KEY SKILLS

Back end: C#, .NET / .NET Core, ASP.NET MVC / Web API, VB.NET

Data: SQL Server, Amazon RDS, Performance tuning

Mobile: Android / Kotlin, J2ME

AI & automation: Claude Code (CLI), OpenAI Codex, Grok (image & video), Gemini, Veo & Lyria APIs, Python automation

Front end: React, JavaScript, HTML / CSS

Cloud & DevOps: AWS (EC2, load balancing, S3), Azure, Jenkins CI/CD, Server & database migrations, Cloudflare, New Relic monitoring, Git

E-commerce & growth: GA4 e-commerce analytics, Google Ads conversion tracking, PageSpeed & Core Web Vitals, Payment gateways (Stripe, PayPal, Opayo), ERP integrations (NetSuite, Odoo)

Blockchain: Solidity, Ethereum / BNB Chain, NFTs

EXPERIENCE

Principal Software Engineer · Rocaba Pack, London

Jan 2023 – Present

Technical leader for the group's international e-commerce platform. I set the architecture and technical direction (.NET, React, SQL Server, AWS) and lead a team of 10+ developers.

- Architected and built the multi-region, high-availability AWS infrastructure behind the launches in Germany, Ireland, France, Spain, Italy and Portugal.
- Own the full Agile lifecycle, from sprint planning to delivery, plus performance reviews and career development for the team.
- Turn business requirements into scalable technical designs, and set the coding, security and stability standards.
- Standardised Jenkins CI/CD pipelines for fast, safe deployments to every region, with New Relic monitoring.
- Integrated Odoo ERP for invoicing, credit notes, stock and vendor bills through a queued, retry-safe sync pipeline.
- Own conversion and growth tracking, including GA4 e-commerce events, Google Ads enhanced conversions, product feeds, and Trustpilot, Google and Feefo reviews.
- Main technical contact for the directors, prioritising the roadmap by business value.

.NET · C# · Next.js · React · SQL Server · AWS · Jenkins · Odoo · GA4

Lead Developer · Rocaba Pack, London

Nov 2011 – Jan 2023

Led the development and launch of a multi-national e-commerce platform, scaling from the UK to Germany, France and Ireland, with an offshore development team.

- Designed and executed the cloud strategy, including server and database migrations, moving the .NET applications onto AWS EC2 and dedicated servers.
- Designed a high-availability Web API for multi-warehouse inventory and dispatch across Germany and the UK.
- Built the back-office admin system for order processing and CRM from the ground up.
- Integrated multi-currency payment gateways (SagePay, Opayo, Stripe, PayPal, BitPay, Sofort) and 10+ courier services.

- Delivered technical SEO, page-speed work, responsive design, and GDPR and PCI compliance.

C# · VB.NET · ASP.NET · Web API · SQL Server · AWS EC2 · Android

Senior Software Engineer · EM Trade Solutions (emarket.com), London

May 2009 – Nov 2011

Key developer on emarket.com, a high-volume online exchange for the FMCG industry.

- Engineered and extended the core trading platform in VB.NET and ASP.NET.
- Owned the SQL Server database, from schema design to tuning complex stored procedures.
- Built the web service that keeps emarket.com in two-way sync with NetSuite (orders, inventory and finance), plus a rule engine for duty calculation.

VB.NET · C# · ASP.NET · SQL Server · NetSuite

Senior J2ME Mobile Developer · Visto, London

Jan 2008 – Jan 2011

Full lifecycle development of Visto's flagship mobile apps, used by Vodafone, T-Mobile, AT&T, TELUS and Rogers.

- Developed Visto Mobile 6.0 (social networking) and the 5.9 / 5.7 email clients, including a custom touch-screen UI.
- Ported the apps to many previously unsupported handsets (Nokia, Sony Ericsson JP7/JP8, Motorola, LG, Samsung), widening Visto's market.
- Led a refactoring and memory-profiling drive for performance and stability; owned unit and integration testing and code reviews.

Java J2ME · NetBeans · Perforce · YourKit

Senior Programmer · Abbott Laboratories, Sittingbourne, Kent

Jul 2007 – Dec 2007

Developed part of the Electronic Batch Records (EBR) suite in a regulated pharmaceutical environment.

Senior .NET / J2ME Developer · Integral Technologies, Devon

May 2007 – Jun 2007

Delivered core modules of an ASP.NET employee intranet on a two-month contract.

Senior Programmer · Trane, Colchester, Essex

Aug 2006 – Apr 2007

Owned the full lifecycle of the Factory Mounted Control Wizard, a configuration tool for Trane's climate-control manufacturing.

Senior Developer · Media Master, Dubai, UAE

Aug 2003 – Aug 2006

Led a team of application developers, web developers and designers building SMS and mobile products.

Software Developer · Digitronics Info Systems, Kochi, India

Jun 2001 – May 2003

Application developer and database designer on business systems for pharmacies and HR.

SELECTED PROJECTS

Multi-country e-commerce platform · Rocaba Pack, 2011 – now

MeridianSync translation management · Rocaba Pack, 2026

Back-office admin and order processing · Rocaba Pack, 2011 – now

Events and dating platform with Android app · Asiand8

emarket.com FMCG exchange · EM Trade Solutions, 2009 – 2011

Visto Mobile · Visto, 2008 – 2011

Factory Mounted Control Wizard · Trane, 2006 – 2007

EDUCATION

Master of Computer Applications (MCA) · Periyar University, 1998 – 2001

BSc Chemistry · Mahatma Gandhi University, Kerala, 1995 – 1998

More detail and project screenshots at www.jijojacob.com