

Craig Dobson

Senior Web Developer

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PROFILE

Senior web developer with over ten years' experience building and maintaining production ecommerce systems in agency and product contexts. Frontend-focused with a strong full-stack foundation, progressing from client-facing features to broader backend responsibilities across a .NET and SQL Server stack over a ten-year period. Experienced in evolving legacy platforms, leading the adoption of modern JavaScript frameworks, and delivering Shopify solutions for businesses ranging from early-stage startups to Shopify Plus clients. Actively builds and maintains full-stack JavaScript and TypeScript applications outside of work.

EXPERIENCE

Senior Web Developer | Webselect

May 2014 - Present

- Owned and maintained the client-facing frontend of a bespoke ecommerce SaaS platform used by hundreds of businesses across retail, food, and agriculture sectors
- Led the Vue.js architectural design and implementation for rebuilding a legacy CMS frontend, now live and actively used by clients, including component structure, state management, team training, and documentation
- Designed and implemented bespoke frontend features for established, high-revenue clients while maintaining shared code quality, accessibility standards, and consistency across the platform
- Managed client relationships across a portfolio of accounts, leading technical calls, handling support queries, and ensuring clear communication of technical decisions to non-technical stakeholders
- Evolved into full-stack responsibilities, building CRUD functionality, extending database schemas, and integrating frontend features with a .NET backend and SQL Server database
- Became the primary technical lead for Shopify work, delivering new storefronts for small businesses and ongoing development and support for larger Shopify Plus clients
- Prototyped internal React-based tools, Shopify apps, and transactional email templates using React Email to explore bespoke solutions within the Shopify ecosystem

Independent Full-Stack Project | Fantasy Football Web Application

Ongoing

- Designed and built a long-running fantasy football application used by 50+ active participants, built with Nuxt 3, Vue 3 Composition API, TypeScript, and Supabase, utilizing Pinia for state management and server-side rendering for optimal performance
- Led architectural progression over multiple iterations, including a Vue.js frontend rebuild, persistent data storage, and admin-only tooling for managing teams, fixtures, and results
- Implemented a deliberately simple authentication model with administrator-only access, aligned with the application's usage patterns and risk profile
- Integrated automated transactional and service emails using React Email and Resend
- Continue to maintain and extend the system based on real usage and feedback rather than speculative features

Web Administrator | Thinkology

July 2013 - April 2014

Supported website delivery across content gathering, build, launch, and maintenance using proprietary ASP-based CMS, Umbraco, HTML, and CSS

TECHNICAL FOCUS

Languages: JavaScript, TypeScript, C# (.NET), HTML, CSS

Frameworks: Vue.js, React, Nuxt, .NET, component-based SPA and SSR architecture

Ecommerce: Shopify, Shopify Plus, Liquid, theme and app development

Databases: PostgreSQL, SQL Server, SQLite, Prisma, Drizzle ORM

Infrastructure: Cloudflare, DNS management, environment-level setup for web applications

Standards: Accessibility, performance optimisation, responsive design

Tooling: Git, GitHub Actions (CI/CD), Docker, AI-assisted development tools

EDUCATION AND CREDENTIALS

Shopify Development Fundamentals - Shopify Academy

BTEC National Diploma in IT Practitioner (DDM) - Somerset College of Arts and Technology

