

Lloyd Daniel

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North York, Ontario

Professional Summary

- Senior Software Engineer with 5+ years of experience developing and operating scalable applications in production environments. Experienced in containerization and orchestration using Docker and Kubernetes, with hands-on involvement in deployment workflows, system monitoring, and production issue resolution.
- Strong understanding of modern software architecture, including distributed systems fundamentals such as scalability, reliability, and fault tolerance. Familiar with observability tooling (e.g., Grafana) and performance monitoring, with a focus on identifying bottlenecks and improving system efficiency.
- Proficient in TypeScript/JavaScript and full-stack development, with experience designing APIs, integrating services, and working with SQL/NoSQL databases. Clean, maintainable code and delivering projects independently from concept to production.
- Proven ability to lead initiatives, mentor engineers, and contribute to architectural decisions.

Professional Experience

Lead, Fullstack Developer

November, 2024 - Present

Future Buildings | Marham, Ontario

- **UX Design:** Conducted user interviews and research to shape more intuitive workflows and interfaces for the ERP system.
- **Frontend Development:** Built essential features and components for the custom ERP with CRM functionality, ensuring they met both user needs and technical specifications.
- **Product Communication:** Led stakeholder demos and walkthroughs, ensuring alignment on progress, feedback, and priorities.
- **Process Automation:** Developed and implemented a commission invoice automation model for sales reps, improving efficiency and reducing errors.

Full-stack Developer & Digital Solution Architect

February, 2021 - October 2023

Beyond Digital

- Collaborated closely with stakeholders to validate creative proposals, establishing robust design best practices.
- Utilized extensive web development expertise to construct websites, sales pages, and landing pages from mockup designs using Figma, Photoshop React.js, Node.js, Sass, HTML/CSS/Javascript, Laravel, React Testing Library, and CMS Applications.
- Implement marketing strategies that achieve a Return on Ad Spend (ROAS) of 4 for businesses across various sectors, while also integrating CRM and Payment systems via APIs and setting up Google Ad and Facebook Ads.
- Prepare presentations for completed projects to hand over to clients.
- Implement Continuous Integration/Continuous Deployment (CICD) for cloud hosting technologies in AWS and Azure.
- Demonstrate commitment to client satisfaction by consistently blending technical and marketing solutions to meet their business objectives, while delivering projects on time, meeting pre-agreed timelines and specifications.
- Manage, coordinate, and communicate with staff on developing and marketing activities.

Digital Branding & Web Development Specialist

February, 2019 - January 2021

Funnel Ignition, Illinois USA

- Spearheaded comprehensive rebranding initiatives, crafting logos and social media banners for clients.
- Meticulously aligned website mockups with brand aesthetics, color codes, and logos for a cohesive online presence.
- Expertly managed domain integration to servers and Cloudways via DNS and NameServers.
- Conducted engaging project presentations and client training sessions, ensuring a seamless website handover.
- Proactively maintained website uptime through efficient error troubleshooting and seamless server transfers.
- Successfully executed diverse technical integrations, including GHL, Clickfunnel, AWS Lambda, CRM, and CMS Applications.
- Led impactful Split Testing for A/B Sales Funnels, email campaigns, and automation setups to optimize performance.

Senior Web Development Coordinator

January, 2017 - January 2019

My Funnel Team, Delaware USA

- Collaborated closely with stakeholders, including marketing and design teams, to refine creative proposals and establish design best practices.
- Conducted rigorous testing of web-based products, incorporating iterative improvements based on customer feedback to enhance functionality and user experience.
- Utilized insights gathered from client interactions to strategically delegate tasks across project teams and effectively plan resources throughout the project lifecycle.
- Led a dynamic team in the development and optimization of a range of web assets, from comprehensive websites to engaging sales pages and effective landing pages.
- Implemented robust SEO strategies, significantly improving both the quality and quantity of leads for clients.
- Demonstrated expertise in configuring web page security across multiple registrars, including AWS Route 53, Godaddy, Hostgator, Bluehost, Namecheap, A2 Hosting, Liquid Web, and domain.google.
- Spearheaded the setup of e-commerce platforms, including Shopify, BigCommerce, Woocommerce, and others, seamlessly integrating product pages with email and payment functionalities.
- Maintained transparent and proactive communication with clients, ensuring regular updates on project status, milestones achieved, and next steps.

Technical Skills

Standards: User Experience (UX) Designer, Full Stack Developer, Marketing Specialist

Languages & Tools: Figma, Photoshop, Illustrator, Canva, Indesign, Adobe Aftereffect, HTML/CSS, Javascript, React.js, CMS Applications, Node.js-Express, PHP, Python, Bootstrap SASS, Tailwind SASS, SQL, NoSQL, Git, Visual Studio Code, XCode, Sublime-Text, AWS, Azure.

Certification

AWS Certified Cloud Practitioner (AWS)

Issued Oct 2022 - Expires Oct 2025

AWS Cloud Practitioner Essentials (AWS)

Issued Jul 2022

Education

National Institute of Information Technology | Diploma in Software engineering GPA 3.30/4.0 October, 2015