ASHTON BAKER



Ashton Baker

Senior Software Engineer
Christchurch NZ · UTC+12

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Résumé

Senior Software Engineer with over fifteen years in the industry, currently owning the architecture and delivery of a real time IVR survey platform at Medallia. I work in Laravel and PHP at the core, across enterprise CX, retail fulfilment, real time ordering and healthcare.

Depth	Laravel · PHP
Also	React · TypeScript · Vue
Domains	CX and CCaaS · retail fulfilment · health
Based	Christchurch NZ · UTC+12

ROLES

Aug 2022 to now

Senior Software Engineer

Medallia · remote, US

Architecture and delivery of Mindful Feedback, a real time IVR survey platform running millions of surveys a day across enterprise CCaaS integrations. Six production environments including an isolated US only region for data sovereignty, under SOC 2. Mentoring, and a five person external vendor team.

Medallia acquired Mindful in August 2022. I stayed with the product.

Jan 2022 to Aug 2022

Senior Software Engineer, contract

Mindful · remote, US

Core features on the enterprise IVR platform. TDD with PHPUnit and Pest, refactoring a controller heavy monolith into service oriented code, and API performance work.

Jun 2021 to Jan 2022

Engineering Team Lead

MEA Mobile · Hamilton, NZ

Led the backend team on Autopilot Print and Printicular.

Aug 2019 to Jun 2021

Software Engineer

MEA Mobile · Hamilton, NZ

Autopilot Print and Printicular. The FedEx catalogue integration, the Laravel admin panel, and the JSON API behind iOS, Android and web.

Jun 2018 to Aug 2019

SEO Specialist and Software Engineer

NetValue · Hamilton, NZ

Client web apps on a custom Zend based PHP framework, WordPress and SilverStripe. Built the Laravel client portal that automated SEO reporting, pulling SEMrush metrics and parsing inbound report emails onto the right client account.

Mar 2016 to Sep 2017

Co-founder

Moviko Creative · Hamilton, NZ

Ran the agency with two others. Client acquisition, delivery, and the technical execution on Laravel and WordPress builds.

Overlaps with the Vision College role below. I was tutoring while running the agency.

Jan 2017 to Jul 2017

Web Design and Development Tutor

Vision College NZ · Hamilton, NZ

Wrote and taught the web development curriculum to classes of twenty or more. Co-wrote an NZQA accredited IT operations course delivered across campuses.

Jan 2011 to Jan 2016

Freelance developer

Freelance · remote, NZ

Web and eCommerce work for clients worldwide. Built and ran a gaming server community of 100 daily players on custom Pawn game modes.

CERTIFICATIONS

AWS Certified Cloud Practitioner

AWS Certified Developer

EDUCATION

NZ Diploma in Website Development and Design, Level 6	ATC · 2016
NZ Diploma in Software Engineering and Design, Level 6	ATC · 2015
First year, Bachelor of Media Arts	Wintec · 2014
NZ Certificate in Information Technology, Level 5	Wintec · 2013

TOOLS

Core	PHP · Laravel · MySQL · Postgres · Redis
Front end	React · TypeScript · Vue
Infrastructure	AWS (Elastic Beanstalk, EC2, RDS, S3, Lambda, ElastiCache, CloudFront) · Docker · GitHub Actions
APIs and testing	REST · JSON:API · PHPUnit · Pest
Industries	CX and CCaaS · photo printing retail · real time ordering · agriculture · healthcare

CONTACT

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