

# Joel Delane

44 Manor Way, Borehamwood, Hertfordshire. WD6 1QY  
Phone: 07956 267 690 | Web: joeldelane.com | E-Mail: joeldelane@gmail.com



## Profile

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A versatile, goal-oriented individual with excellent people, technical and program management skills. 20+ years of experience as a Software Engineering Manager, Senior Software Engineer and Software Engineer. Effective problem-solving, conflict resolution and people management skills. Strong coaching and leadership capabilities. Broad understanding of business and information technology. High level of comfort working with intellectually challenging business and technical subject matters. Able to understand requirements for technical systems while keeping in mind business objectives and OKRs/ KPIs. Great communication & interpersonal skills.

## Education

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<b>Leeds Metropolitan University. Leeds. LS1.</b> Degree in BA Hons in Graphic Art & Design.	<b>1999–2002</b>
<b>University of Hertfordshire. Hatfield, HERTS.</b> Degree in Foundation Studies.	<b>1998–1999</b>
<b>Queen Elizabeth Boys School. Barnet. HERTS.</b> GNVQ Art & Design Advanced: Merit. GCSE Qualifications: 9.	<b>1991–1998</b>

## Experience

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**ASOS.com. London. NW1 7FB | March '21 – Present**  
**Engineering Manager - Native Apps (iOS & Android) & Customer Marketing (Sitecore & .net)**

- Responsible for **people management** including **hiring**, career planning, promotion and **performance management**.
- **Performance reviews** at mid and end of year stages, regular progress and **feedback** conversations. Ensuring team happiness in line with progression expectations.
- Driving development process with **Agile** methodologies, by running retrospectives, refinements, team health & stand-ups.
- 121s, **coaching, mentoring** and supporting the development of 15 – 40 software engineers, aligning with the company **OKRs** and team deliverables.
- Owner of **domain culture** within domain leadership team, driving improvements in ways of working, organising team events sharing successful improvements across tech.
- Management of platform **budgeting**, tooling & cost forecast (CAPEX/OPEX).
- Owned full lifecycles around onboarding of new engineers and QAs.
- **Stakeholder management** through regular development sessions with Product Management and Agile Coaches.
- Fostered a community with our Engineering Managers, ensuring **initiatives** were actioned and **objectives** reached.
- Supporting developer **delivery** alongside Platform Lead (Delivery Managers) through regular updates with stakeholders and supporting **roadmap creation** and planning sessions.
- Worked across **multiple domains** from native app development (**Android & iOS**), **Sitecore** development and general **.net** framework delivery.
- Active member of wider business **communities** such as the Parent & Carer Community & Neurodiversity in Tech helping to organise events and increase awareness of the communities.
- Owner of the ASOS **Tech Blog**, encouraging employees to contribute to our already popular Medium blog, planning for article submissions and garnering support across the business to show diversity through our superb employee's and pushing recruitment.

## Key Achievements

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**Team Leadership and Mentorship:** As an Engineering Manager at ASOS, I led a team of 15-40 engineers, overseeing their career **development, promotions**, and **performance** management. I also actively **coached** and **mentored** team members, which showcasing my leadership and people management skills. This achievement highlights my ability to develop talent and manage high-performing teams.



**Driving Agile Methodologies:** At ASOS, I was responsible for implementing **Agile methodologies**, running retrospectives, and managing team health. This demonstrates my expertise in creating an efficient and productive work environment, ensuring successful project delivery, and optimising workflows.

**Stakeholder Management & Cross-Domain Collaboration:** My role at ASOS involved regular interaction with product management and stakeholders across multiple domains, including native app and Sitecore development. Highlighting my stakeholder management and cross-functional collaboration skills shows that I can align technical teams with broader business objectives, making me an asset in bridging the gap between technology and business needs.

**Product Delivery:** Throughout my tenure at ASOS, I played a pivotal role in delivering complex technical solutions as an Engineering Manager. My involvement in the delivery of **Sitecore upgrades**, as well as the migration of services from **TeamCity & Octopus to Azure**, was crucial in modernising and optimising our platforms. Furthermore, I played a key role in the company's transition from **Confluence to Azure DevOps Boards**, ensuring the successful adoption of this new tool by providing guidance and support to developers and stakeholders. These experiences demonstrate my ability to manage technical product deliveries and large-scale migrations while supporting teams through significant organisational changes.

**Recruitment & Talent Acquisition:** A key area where I have consistently made a significant impact in my leadership roles is **recruitment**. At ASOS, I continued to apply my passion for identifying and nurturing talent by recruiting around **20 native app engineers**, specialising in **Kotlin (Android)** and **Swift (iOS)**. I am particularly passionate about this aspect of my role, as I believe in building and empowering high-performing teams that are aligned with both technical excellence and business objectives. My focus on recruitment has had a profound impact on the organisations I've worked for, ensuring that the right talent is brought in to drive innovation and meet the evolving demands of the business. This hands-on experience in recruitment demonstrates my dedication to fostering diverse, skilled teams that can deliver exceptional results.

#### **Arcadia Group. London. W1T 3NL | October '17 – March '21** **Engineering Manager**

- Initially brought into Arcadia Group as a UX/UI Senior Developer to build a React application to migrate CMS content to new responsive platform. This was a single page application website build in **React & Redux**.
- Manager of a mixed team of 30+ Software Development Engineers and SDETs working on multi brand, multi-language React, Redux & **NodeJS** application. Supporting a **Web Sphere Commerce** backend.
- Responsible of people management including **hiring**, career planning, **promotion** and **performance management**.
- Driving development process with **Agile** methodologies.
- Defining **technical debt** tickets and prioritising backlogs accordingly.
- 121s, **coaching**, **mentoring** and supporting the development of software engineers.
- Coordinating group-level business reviews and goal tracking through **KPIs**.
- In charge of **strategy** for the team and part of the wider strategy **leadership** team for the group.
- Leading **design and architectural** reviews for the services owned by the team. Contributing to design and architectural reviews for the organisation as a whole.
- Supplier liaison and technical lead of **external suppliers**. Cognizant, Ampliance, Curalate, Qubit, Klarna, Clearpay, PayPal, Apple, Akamai, Egain & Acoustic.
- Part of the selected group of the leadership team to help support the technology process through the COVID-19 pandemic.
- **Stakeholder management** between product owners, business analysts and brand representatives in delivering projects at their highest quality.

## **Key Achievements**

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**Team Leadership & Mentorship:** As an Engineering Manager at Arcadia, I led a team of 15 engineers, focusing on career development, performance management, and mentorship. This showcased my ability to develop talent and lead high-performing teams. I also navigated a very tough period through COVID and through the companies' multiple restructures and final months before their administration.

**Agile Methodologies:** I implemented Agile practices, ran retrospectives, and managed team health, creating an efficient and productive environment to ensure successful project delivery.

**Stakeholder & Cross-Functional Collaboration:** I worked closely with product management, stakeholders, and third-party resources, aligning technical teams with business objectives and enhancing cross-functional collaboration.



**Product Delivery:** I contributed to delivering complex solutions, such as a **React**-based **JSON** renderer integrated with **Web Sphere Commerce**, improving front-end efficiency. I also oversaw Arcadia's **apps & domain migration** to ASOS, managing app builds and system integration.

**Recruitment & Talent Acquisition:** I recruited over 30 React developers at Arcadia, building a strong team capable of delivering high-quality solutions. My focus on recruitment helped foster diverse, skilled teams aligned with business goals.

**KHWS Ltd. London. EC1M 4BU | July '15 – October '17**  
**Senior Front End Developer**

- Senior frontend web development for clients such as Exxon Mobil, Samsung & ASK Italian.
- Developing apps in React, Angular & jQuery, websites using HTML5, SASS and multiple JavaScript libraries.
- Prototyping on pitching for new business.
- Development on mobile, web & WordPress platforms using modern web and responsive practices.

**Monitise Create. London. W1F 8BH | July '14 – June '15**  
**Web Developer**

- Mobile web development for clients like Fiat, Visa and Santander.
- Developing mobile products and prototyping on innovating current projects.
- Development on Mobile Web & WordPress platforms using HTML5, CSS3, JS & Responsive Development.

**Lewis Ecommerce. London. W1F 8AH | June '13 – June '14**  
**Frontend Developer**

- Multiple site development & user experience testing for leading brands in fashion, cuisine & lifestyle. Client list included, Cath Kidston, Ottolenghi, Lulu Guinness.
- Development on Magento & WordPress platforms using HTML, CSS, PHP, JS & Responsive Design to name a few practices.
- One of two lead frontend developer in 10 strong team.

**Stylistpick. London. EC1R 0EQ | Nov '10 – June '13**  
**Lead Frontend Developer**

- Site development, design and user experience testing for online fashion retailer.
- Development on a Magento platform using version control (SVN).
- Design & development for online brand and creative strategy.
- Lead frontend developer in 10 strong team.

**PlayPhone EMEA. London. WC2N 4JF | Jan '09 – Oct'10**  
**Web Developer / Graphic Designer**

- Landing pages print advertising & banner campaigns for clients e.g. Sugar, Disney & Liverpool FC.
- Assisted the tech department with web development.
- Developed the new WAP site for mobile content downloads.
- Developed the branding and corporate identity for the company.
- Initiated campaign development in content direction and promotions.

**April-Six Ltd. Middx. UB9 6JA | Apr '08 – Oct '08**  
**Digital Designer**

- Initiated and developed email campaigns and micro sites for leading technology brands like Microsoft, 3Com, Symantec, Seagate, Ricoh, Epicor, Experian and many more.
- Liaised with art workers and clients on development or current and new projects.
- Attended conferences and held meetings for development of new and existing projects.
- Designed banner and promotion campaigns for leading digital marketing brands.

**ASOS. London. NW1 7FB | March '08**  
**Front-End Designer (Contract)**

- Created newsletter templates, banner creation.
- Promotional material preparation.



- Photomanipulation and touching up.

**Debts.co.uk plc. Herts. WD6 1GA | Oct '06 – Oct '07**  
**Web Designer & Artworker (Contract)**

- Initiated & developed site creation and design for a range of different debt management websites.
- Created full corporate identity for mailed packages and stationery.

**KarmaDownload.com / Karma Music Group. London. NW1 | July '03 – June '06**  
**Website Manager**

- Initiated & developed site creation and design for the UK's top independent download service.
- General site maintenance and promotions.
- Initiated banner ad campaigns.
- Initiated relationships with online marketing companies such as Lastminute.com & Auraplay.
- Built up the largest collection of unsigned acts selling their music online. Including A&R work throughout the dedicated section.
- Involved in site A&R including chart collation and banner creating using music knowledge gained in my 3 years.
- Ran an office of 12 staff including scheduling and general office maintenance. Involved in company Human Resources for work experience staff.

## Technical Skills

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Agile, CSS3, CMS Specialist, Cross-Browser Functionality, Dreamweaver, ES5, ES6, Final Cut Pro, Flash, Git, Grunt, Gulp, HTML5, Illustrator, InDesign, JavaScript, Jira, JSON, jQuery, jQuery Mobile, Kanban, Magento, Mobile Development, MySQL, Office 365 Suite, Photoshop, PHP, Premiere, React, Redux, Responsive Web, SASS, Scrum, Social Media, SQL, SVN, Video Encoding, W3C, Webpack, WordPress, XML.

## Interests

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As a husband and father of 2 children, who I enjoy spending most of my spare time with. I love socialising with my wide & varied network of friends. I have travelled the world, for business & pleasure. My main interests are music & technology. I regularly go live events and I'm a passionate sports fan, enjoying many outdoor activities such as football, running, swimming & padel. I'm also a self-confessed sneakerhead.

## References

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FREELANCE CONTRACT WORK - [joeldelane.com](http://joeldelane.com)  
ALL REFEREES AVAILABLE UPON REQUEST