Dale Alexander Webb

LONDON, UK

Exited startup founder, full-stack engineer and product manager with 10+ years shipping production software.

Experience spans startups, agencies, and government contracts, including Greenfield products, legacy system modernisation, and CMS integrations.

Bring a structured, patient approach when working with non-technical teams, engineers, and founders; translating requirements both ways and turning them into clear technical direction that drives business outcomes.

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PEAK DIGITAL (AGENCY) - FRONTEND CONSULTANT - FRACTIONAL CONTRACT

Bringing React and TypeScript experience to a Drupal agency; leading the development of React-based gov websites

OCT '23 - PRESENT ('26)

Helping the Metropolitan Transport Commission to build a set of websites with React, develop a component library, and mentor their team on developing with TypeScript libraries and the JavaScript-centric CMS, Decap. To date, we have completed: the modernisation of the Vital Signs website, and the development of the Bay Area Metro and BASIS websites.

COEFFICIENT (GOV; AI & DATA SCIENCE CONSULTANCY) - SENIOR REACT DEVELOPER - CONTRACT

Bringing React and TypeScript experience to an Data Science consultancy specialising in Python.

MAR '26

I contributed to the front-end development of a new system for the UK government Home Office Border Security Command to replace an MS Access system no longer fit for purpose. The UI of the system was largely focused on efficient form-filling, displaying tabular data in a easy-to-consume format, and providing live information.

JUN '24 - AUG '24

I contributed to the front-end development of a map-based data visualisation and analytics tool for flood response for the UK's Department of Business and Trade. This project, funded under the National Digital Twins program, aimed to provide an open-source GIS-style analytics tool for emergency planning and response.

This involved developing interactive data visualisations using React, TypeScript, Tailwind, and MapLibre, enabling real-time flood response insights; and integrating complex geospatial data sources (e.g., Ordnance Survey, Environment Agency, Met Office) via GraphQL APIs.

SALAD FINANCE (FINTECH STARTUP) - REACT NATIVE ENGINEER - FRACTIONAL CONTRACT

DEC '25 - FEB '26

Contributed to the development of a mobile application for iOS and Android to help people manage their personal finances. The tech stack included: React Native, Node, Supabase (Postgres), and Vercel.

BLACKLANE (TRANSPORT TECH STARTUP) - CONTENTFUL CMS SPECIALIST - FRACTIONAL CONTRACT

Working with the marketing and SEO teams to improve the Contentful user experience - including the implementation of page-building functionality, fixing long-standing issues, complex migrations of content, and work towards reducing the reliance on engineers to create and edit webpages.

FEB '25 - AUG '25

Back with Blacklane again to help their SEO and Marketing teams with a project to improve web upper-funnel conversion. I was recruited into the task force as the engineering resource to ship improvements fast and frequently.

AUG '24 - OCT '24

In my follow-up engagement with Blacklane, I was tasked with migrating a WordPress-based system for managing authored content to the recently-refreshed Contentful and NextJS based system from my previous engagement.

AUG '23 - JAN '24

Improved Blacklane's content management experience with Contentful CMS at scale for their engineering and marketing teams. This included migrating legacy content systems, and implementing a tailored method for page building optimised for a fast release and development cycle involving engineers, marketeers and designers.

PLANES (AGENCY) - SENIOR SOFTWARE ENGINEER - CONTRACT

Building mobile and web apps for startups. Working within a cross-functional team as a solo IC developer or lead developer.

OCT '24 - JAN '25

I landed back with Planes after a two-year break to help them build a loyalty rewards platform for the Ennismore Group. The tech stack of the system included: React Native, React, NextJS, Directus CMS, and Postgres. My goal was to help the team get the application production-ready, shipped to customers, and onboard & handover to the new in-house engineering team.

AUG '19 - APR '22 (VARIOUS PERIODS RANGING BETWEEN 3 - 9 MONTHS)

Projects include:

- **AllBright Collective**: Online community platform with mobile and web applications. Built with React, React Native, NextJS, Node, Postgres, Contentful CMS, and Vercel
- **TokenTraxx**: Web3 marketplace for music artists to create and sell unique works for fans. Built with React, NextJS, Node, MongoDB, Third Web. and Vercel
- **Runway East**: A rebuild of the marketing site with integrations to a space booking platform. Built with React, NextJS, DatoCMS, and Vercel
- **Everymind at Work**:The app to help employers support their employees' mental well-being. Built with React, React Native, Node, Prisma, Postgres, and Vercel

TREECARD (TECH4GOOD STARTUP) - REACT NATIVE DEVELOPER - CONTRACT

FEB '24 - MAY '24

Supported the development of an email app designed to replace Gmail, Outlook, and Apple Mail. The complexities of the application included email rendering with a custom-built Swift module and moving the in-production app to local-first for a seamless offline experience.

GENERAL SYSTEM (GOV BIG DATA STARTUP) - SOFTWARE CONSULTANT - FRACTIONAL CONTRACT

NOV '22 - MAR '23

Delivered 2 MVPs for B2B offerings - the first to close a key customer, and the other to enable the team to iterate more quickly on delivering features for an in-trial product.

HUBPAY (FINTECH STARTUP) - SENIOR FRONT-END DEVELOPER - CONTRACT

MAY '22 - NOV '22

I worked across two teams delivering a payroll product built with React, a WhatsApp chatbot, and a wallet product built with React Native.

CAMPUSOPTICS (SAAS) - REACT NATIVE CONSULTANT - FRACTIONAL CONTRACT

JUN '21

Providing assistance with their React Native application to manage the transition from moving development from outsourced to in-house. This involved: performing an audit on their application codebase and teaching the team React Native concepts.

PROPERTY.XYZ (PROPTECH STARTUP) - REACT CONSULTANT - FRACTIONAL CONTRACT

APR'21 - MAY'22

SEEDRS (FINTECH) - SENIOR REACT NATIVE DEVELOPER - FRACTIONAL CONTRACT

FEB '20 - APR '20

Building a mobile client for the existing shares investment platform to help people manage their fundraising campaigns. This role also included mentoring the team for React Native development. Contract ended due to COVID.

CAREPLANNER

APR 2017 - FEB 2019

A fast-growing B2B SaaS company helping home care providers schedule client visits.

Technologies Used

- React Native, ReactJS, GraphQL, JavaScript, HTML, CSS

Projects

- **"ECM"** - A mobile application built with React Native deployed for iOS and Android serving 16k users. Over the course of its development, as part of the development team, I managed 1 remote contractor, 1 on-site contractor and 1 full-time employee.
- **"Triage"** - An internal tool to connected the Zendesk platform and our Issue Reporting tool. I worked on this project as the sole developer.
- **"Playground"** - A tool built with React to help design, prototype and test rich interactions. I worked on this project as the sole developer.
- **"www"** - The sales and marketing website built from the ground up using GatsbyJS (ReactJS). I worked on this project as the sole developer.

PERSONA & SUMOSHIFT (NOW PART OF WESLEY CLOVER PORTFOLIO)

DEC 2014 - FEB 2017

Make the world of hiring and recruitment become fairer, simpler and more transparent by providing tools to help connect jobseekers and recruiters.

Technologies Used

- Angular 1, ReactJS, React Native, MongoDB, ExpressJS, NodeJS, Play 2, Wordpress, Javascript, HTML, CSS, Java, Ruby, Bash, PHP

Projects

- **"Persona Jobs"** - A platform with several products built with a mix of technologies. I lead the development of the platform and worked with 1 other developer.
- **"Persona Filter"** - A web application built on top of the "Persona Jobs" platform written with Angular 1 and ExpressJS. I worked on this project as the sole developer.

- **"FA Wales"** - A web application built on top of the "Persona Jobs" platform written with Angular 1 and ExpressJS. I lead this project and worked with 1 other developer.
- **"SumoShift"** - A web and mobile application written built on top of the "Persona Jobs" platform written with Ruby on Rails and React Native. There were 2 other developers on this project; I worked on the mobile application.
- **"www"** - A Wordpress site for sales and marketing. I was the sole developer on this project.

ALACRITY UK

JULY 2013 - DEC 2014

A startup incubator to help teams build a product in partnership with an SME and deliver it to market.

Technologies Used

- Angular 1, MongoDB, ExpressJS, NodeJS, Play 2, Javascript, HTML, CSS

BSC HONS COMPUTER SCIENCE

2:1

UNIVERSITY OF BIRMINGHAM

BTEC NATIONAL DIPLOMA IN SOFTWARE DEVELOPMENT

DISTINCTION DISTINCTION DISTINCTION

HEART OF WORCESTERSHIRE COLLEGE

ITSABOT

2016

I joined an open-source GitHub project to build an AI chatbot. I contributed by created an email interface and web chat interface.

ANGULARSTRAP

2015 - FEB 2017

Became an individual contributor of a popular AngularJS framework on GitHub (6000 stars) to help review code and extend the framework.

GOOGLE TOP BLACK TALENT

2012

Recognition of both curricular and extracurricular activities around technology.

IBM VIDEO GAME DEVELOPMENT PROJECT

2012

First place in a competition to plan, build and launch a board game as a PC game within a cross-functional team.