



Ross Deane

Head of Engineering / Software Developer

About Me

I'm a pragmatic engineer who focuses on solving real user problems rather than over-engineering for the sake of it. I thrive in high-trust, autonomous teams and believe the foundation of this is understanding each person's strengths and how best to apply them.

I enjoy bringing the best out of others through practices like pair programming and thoughtful code reviews.

Having worked in small start-ups and played a pivotal role in their growth to hundreds of employees, I'm most energised in environments where I can have tangible impact across both product and team development.

Work Experience

Apr 2021 – present

Vorboss, London

Head of Engineering

Vorboss is a business-focused fibre ISP. As one of the first engineering hires, I've helped grow the team to over 30 developers, shaping its culture, direction, and technical standards. I remain hands-on, leading architectural decisions, defining technical direction, and working closely with stakeholders ranging from C-suite executives to field engineers.

- Architected and delivered a suite of internal tools including a bespoke CRM and order management system
- Led the development of a Neo4j-based network graph for planning and fault-finding
- Regularly engage with stakeholders across the business to ensure engineering efforts solve real problems
- Played a key role in reducing operational costs and saving time through technical automation
- Built and refined hiring and mentoring processes for a high-performing engineering team

Feb 2020 – May 2021

Awin Ltd, London

Senior Software Engineer

Awin is a global affiliate marketing network. I was part of the Sabre team, responsible for recording and processing post-ad-click transactions at scale. Much of my work focused on modernising the legacy PHP4-based tracking system.

- Refactored legacy systems from PHP4 to PHP7 and Java
- Improved reliability and observability in the transaction tracking pipeline
- Worked across distributed systems handling high-volume transactional data
- Collaborated with other platform teams to ensure consistency and data integrity

Oct 2010 – Feb 2020

DueDil (now FullCirc), London

Full Stack Developer → Team Lead

DueDil was a high-growth startup offering business intelligence through a searchable data platform. I joined as the third employee and helped grow the engineering team and technical foundation as the company scaled beyond 100 people.

- Rebuilt the platform from Drupal to Symfony, improving performance and maintainability
- Developed Python microservices and led architecture decisions as the platform matured
- Built a high-performing search UI using React and Elasticsearch
- Designed developer environments with Vagrant and Ansible to support a growing team
- Introduced CI tools, improved workflows, and mentored junior engineers
- Worked directly with customers and stakeholders to deliver impactful technical solutions

Contact

✉ ross.deane@gmail.com

☎ [+44 \(0\)7540 765 666](tel:+44207540765666)

📍 [Rochester, Kent, UK](#)

🌐 rossdeane.co.uk

Skills

Leadership & Communication:

- Stakeholder engagement
- Hiring and interview process
- Team mentorship
- Domain Knowledge gathering
- Agile Delivery

Languages:

- TypeScript
- JavaScript
- Python
- PHP
- Java
- Go

Frameworks & Libraries:

- React
- Node.js
- Next.js
- Tailwind CSS
- Django
- FastAPI

Tools & Platforms:

- Docker, Kubernetes
- REST, GraphQL
- PostgreSQL, MongoDB, Neo4J
- Kafka, RabbitMQ
- LangChain, ChromaDB

Architectures & Practices:

- CI/CD
- Microservices
- Monorepos
- Event-driven Systems
- Test-driven Development