

# ASHLEY SIMMONDS

Australian/New Zealander

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Abridged CV online: [seek.com/profile/ashley-simmonds-nHgRb74C3F](https://seek.com/profile/ashley-simmonds-nHgRb74C3F)

## BIO

Full-stack geek 25 years in web, software, project strategy, data analysis, research... A wealth of experience from whole SDLC / tech-adjacent, throughout spectrum of industries and disciplines: govt, fintech, energy, logistics, transport, space, SEO, PPC, UI/UX, digital marketing, tech writing, community management, cybersecurity etc.

Pretty open to anything in or sideways to my wheelhouse, even complete seachange. Seeking work-life-location balance at this stage in my career, not hardcore dev crunch.

Currently (Sep 2023) not tied down anywhere and open to new places throughout NZ/Australia (am Oz citizen, ideal location is Otago). Prefer remote/WFH flexible, open to part-time/contract.

## SKILLS AND EXPERIENCE

- Tech-stack salad: SolidJS, Astro, React, Vue, Svelte, tRPC, MVC, C#, Blazor, AngularJS, VB, VBA, HTML, JS/JQuery, CSS, Tailwind, UI/UX, mobile/accessibility, JSON, PHP, ASP, Flutter, Dart, YAML, Wordpress, Sharepoint, Shopify, Cloudflare, Digital Ocean, Vercel, Azure, AWS, DevOps, CI/CD, SEO, Adwords/Adsense, Analytics, keyword research, content creation/management, social media, community management, cybersecurity
- database management (SQL Server, Jet/Access, MySQL, Firebase, Supabase, Railway, SQLite, Postgres)
- project management
- tech writing, science research, document control

## ABRIDGED HISTORY

- 2022-2023 (1 year) - Founder - Technology Director @ Blue Dwarf Space
- 2007-2023 (16 years) - Founder, Science Researcher, Technical Writer, SEO Wizard, Digital Marketer, Community Leader, Content Creator @ High Steaks
- 2020-2021 (2 years) - Pandemic @ Lockdown
- 2018-2019 (1 year) - Digital Lead - Strategy & Systems @ MCBI
- 2015-2017 (2 years) - Senior Developer @ FNZ
- 2011-2014 (3 years) - Medical Science Researcher and Technical Writer @ Principia Ketogenica
- 2006-2012 (6 years) - Senior Analyst Programmer @ Alinta Energy
- 2006-2012 (6 years) - Founder, Project Manager, SEO Guru, Digital Marketer, Content Creator, Community Leader, Events Coordinator, Photographer @ Aussie Exotics
- 2001-2006 (5 years) - Information Systems Architect @ Dept of Transport, Energy & Infrastructure
- 2000-2001 (1 year) - Mortgage Processor @ Westpac Bank
- 1999-1999 (1 year) - Certificate IV in Information Technology @ TAFE
- 1996-1998 (2 years) - Administration Officer - Medical @ SA Environmental Health
- 1992-1995 (3 years) - Video Store Guy @ Atlantic Video

## CAREER

### 2022-2023 (1 year) - Founder - Technology Director @ Blue Dwarf Space

Start-up company founder to navigate red-tape of space activities (rocket launches, satellite payloads, orbital strategy, debris mitigation, etc), utilising cutting edge AI/ML tech. Stepped down due to family responsibilities.

React, SolidJS, Vue, Svelte, tRPC, Prisma, SupaBase, Railway, Postgres, SQLite, Tailwind, headless CMS, Astro, Miro, Notion, Statly, Vercel

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### 2007-2023 (16 years) - Founder, Science Researcher, Technical Writer, SEO Wizard, Digital Marketer, Community Leader @ High Steaks

Researcher, technical writer, content creator, and thought leader in all things on the art and science of food, environment, historical medicine, anthropology, and modern health.

php, Wordpress, content creation, SEO, advertising, adSense, Amazon Affiliate

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### 2020-2021 (2 years) - Pandemic

Lockdown mostly, so tinkered with personal startup idea projects and did some minor freelance sundries such as web dev and Shopify implementations etc.

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### 2018-2019 (1 year) - Digital Lead, Strategy & Systems @ MCBI - Adelaide

Full-stack analyst developer on a gig economy platform along the lines of an elite level UpWork et al, where freelancers are thoroughly vetted to highest standards so employers can trust they have curated professionals being recommended. Candidates also have the option to increase their desirability through many courses available such as agile methodology, project management, business analysis, etc. Also maintenance and enhancements on client websites primarily on WordPress.

#### *Responsibilities*

- development of API and documentation (Node/Express/Swagger)
- database architecture and query development (SQL Server)
- development of responsive front-ends (AngularJS)
- admin analysis tools and statistics and graphs etc
- security analysis to ensure compliance with modern standards
- oversight and improvement of cloud environments (Azure)
- implementation and evolution of CI/CD (DevOps)

- code analysis of peers
- implementation of latest SSL standards
- updating WordPress plugins for data sharing with latest Zoho API
- co-ordination with off-shore developers for delegating tasks (UpWork)

### *Technologies Used*

NodeJS, AngularJS, SQL Server, Azure, DevOps, php, mySql, Zoho, YAML, Swagger

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## 2015-2017 (2 years) - Senior Developer @ FNZ - Wellington, New Zealand

Defect fixing and performance enhancements to a complicated global finance investment platform, used by many of the top investment banking firms around the world. It contains a lot of legacy architecture mixed with modern tech, requiring careful incorporation of code solutions and extensive testing and peer review to ensure strict compatibility and compliance. I also worked on development for Australian Super software for several months.

### *Responsibilities*

- keeping track of and prioritising bugs to fix across dozens of platform versions
- complex time-sensitive financial algorithms
- integration with real-time worldwide market stock prices
- maintain vigilance of CI/CD environments and fix when necessary
- database architecture
- collaboration with many other devs to ensure SQL script idempotency
- code analysis of peers
- code conflict resolution
- onboarding new devs to the various framework stacks and projects
- updating legacy front-ends to modern responsive standards
- new functionality as required

### *Technologies Used*

.net, C#, VB, SQL Server, IIS, Javascript/JQuery, XML, Web Services, Code Collaborator, Accurev, JIRA/Atlassian

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## 2011-2014 (3 years) - Medical Science Researcher and Technical Writer

In 2012 I sold a leading website in it's niche that I'd built over several years through superior SEO, community leadership, brand management, Google AdSense/PPC, and honed search analytics. It was a central hub for exotic vehicle owners in Australia, sports car rentals, advertising, events, photography.

Author of Principia Ketogenica: Compendium Of Science Literature On The Benefits Of Low Carbohydrate And Ketogenic Diets, published 2014, #1 bestseller in Professional & Technical, Science, Medical Nutrition (in 2015).

Interpreting and summarising hundreds of research papers and scholarly journal articles from the past century, addressing 15 major health and fitness topics covering hundreds of general subjects, this is the most comprehensive scientific coverage of the myriad health outcomes of ketosis.

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## 2006-2012 (6 years) - Senior Analyst Programmer @ Alinta Energy - Adelaide, Australia

Initially this role was solely responsible for many facets such as the intranet, the website, many existing applications, and the design and development of new applications to fill holes in the operational tools across our 3 locations.

Over the years the company grew significantly and the role developed to a more web focus as online presence became important, whilst maintaining and enhancing several key legacy applications as modern infrastructure was introduced to facilitate a nationwide presence.

### *Responsibilities*

- design, development, implementation, and maintenance of the intranet, website, and various applications throughout the company
- design rebranding of intranet, website, templates, applications, etc when company changed names/owners in 2006, 2008, and 2010
- maintenance and enhancement of various in-house systems
- deployment and maintenance of several site specific websites

### *Achievements*

- CCTS: a vital customer bill management system that required a significant overhaul to bring it into the 20th century
- CMS: custom built WYSIWIG for corporate information, document control, and staff directory (eventually usurped by Sharepoint)
- Energy Market GIS Visualisation: at-a-glance tool for energy traders to see assets, prices, flows, etc of the current and historic market on a War Room map, with custom alerts and outputs
- Mobile version of energy market tool
- Radar Sentinel: monitors files for seismic activity (mining sites) output and sends SMS/email alerts if necessary
- OHS document management system
- Chart of accounts code generator

### *Technologies Used*

ASP, ASP.NET, C#, VB.NET, IIS, Active Directory, VB6, php, HTML, CSS, JS, XML, SQL Server, Oracle, Web Services, Google Maps, Sharepoint, Umbraco, Wordpress, MySQL, Photoshop

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## 2001–2006 (5 years) - Information Systems Architect @ Dept of Transport, Energy & Infrastructure

Many times I observed opportunities to increase the productivity of the area by designing and implementing a new system, or increase efficiency by enhancing existing systems and processes (eg turning a 30 minute laborious process into a 30 second automation), many of which became fundamental to the every day function of the area and freed up thousands of hours of employee time.

Some of the projects I was principle in the design, implementation, management of:

- Journey Planner
  - allows user to enter/select start and destination point, along with preferences, and returns a list of optimum multi-modal public transport journeys
  - incorporates 7500+ transit stops, locations (5000+ landmarks/businesses), and street data for geocoding addresses and intersections
- GIS/Mapping
  - simple to use, high functionality: drag, zoom, pan, locate, resize, etc, and very fast render to browser
  - easily integrated with other applications – web and anything that can use a browser (note: before the advent of Google Maps et al)
- KPIs: tools to track statistical data for usage of systems, with filters and charts etc
- Audit Data Entry System: to allow field officers to input data about public transport service audits
- Online Timetables: a browser-based, fully indexed and searchable list of all public transport timetables, customisable to the user's personal needs

### *Technologies Used*

ASP, VB6, IIS, Active Directory, GPS, MapInfo, SQL Server, Access, Jet, HTML, CSS, JS, XML, Ajax