VINOD SOBA

Senior Magento 2 / Full Stack Developer

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EXPERIENCE

Founder / Senior Magento 2 Developer

BeautyBop

05/2026 - Present

- Develop and maintain a live Magento 2.4 ecommerce platform using PHP 8.2, MySQL, JavaScript, HTML and CSS, delivering new features and ongoing improvements.
- Built custom supplier API integrations for product, pricing, stock and image management, including automated and scheduled processes.
- Manage development across local, staging and production environments using Git and Magento CLI, including testing, debugging, deployment and production support.
- Take ownership of platform performance, security and reliability, troubleshooting production issues and implementing ongoing technical improvements.
- Support ecommerce SEO and analytics improvements, including customer journey tracking and performance monitoring.

Full Stack Developer

Addison Lee

10/2022 - 05/2026

- Developed and maintained production WordPress platforms using PHP, JavaScript, ACF, HTML5, CSS and MySQL.
- Built custom Gutenberg blocks, reusable components and integrations with third-party services and REST APIs.
- Led development of a customer-facing Quick Quote widget, integrating external REST APIs and supporting services.
- Worked through feature tickets, production bugs and technical improvements from implementation and peer review through to deployment.
- Used Git-based workflows, pull requests and code reviews across local, staging and production environments.

Front End Developer

Y-Wilson

07/2022 - 10/2022

Digital Agency, London

- Developed an interactive React and JavaScript experience with reusable components, responsive behaviour and complex frontend state.
- Worked with UX designers from Figma designs through to production-ready implementation.
- Collaborated with a Magento developer to integrate the completed work into the Loquet London Magento 2 ecommerce website.

SUMMARY

Senior Magento 2 / Full Stack Developer with 15+ years of commercial web development experience and hands-on ecommerce experience across Magento platforms. Strong in Magento 2.4, PHP 8.2, MySQL, JavaScript, REST APIs and Git, with experience spanning backend development, template changes, integrations, debugging, performance optimisation and production support.

Currently responsible for a live Magento 2.4 ecommerce platform at BeautyBop using PHP 8.2. Previous Magento work includes backend development for the Mullan Lighting ecommerce project through Flint Studios and Magento ecommerce development and migration work at St John's Laboratory. Comfortable taking ownership of technical issues from investigation through testing and deployment.

EDUCATION

BA (Hons) Multimedia & Computer Science

University of West London

SKILLS

Magento 2.4	**PHP 8.2**	**MySQL**
REST APIs	**JavaScript**	**HTML5**
CSS3	**Git**	**GitHub**
Magento CLI	**Composer**	**Linux / Plesk**
Performance	**Debugging**	**Ecommerce**
React	**Next.js**	**TypeScript**
WordPress	**ACF**	**Gutenberg**
Tailwind CSS	**Webpack**	**Gulp**

MAGENTO PROJECTS

BeautyBop Ecommerce Platform

Magento 2.4 ecommerce development using PHP 8.2, supplier API integrations, product and stock automation, performance, SEO, analytics and production support.

Mullan Lighting - Flint Studios

Magento 2 backend development including ticket-based changes, navigation redesign support, backend template changes, bug fixing and navigation performance improvements.

St John's Laboratory

Magento ecommerce development, migration work, frontend and backend debugging, database queries and performance optimisation.

EXPERIENCE

Front End Developer
Nteractive
10/2021 - 06/2022

Digital Agency, London

- Developed responsive event and campaign websites for global clients including Gartner, Hewlett Packard and New Balance using HTML, CSS, JavaScript and CMS platforms.
- Worked with UX and design teams and joined client meetings to discuss requirements, progress and feedback.
- Collaborated across distributed teams, managing multiple projects and resolving issues to meet deadlines.

Front End Developer
Ocean Media Group
10/2019 - 09/2021

Media, Events and Marketing

- Developed and maintained responsive event websites, landing pages and digital experiences using WordPress, HTML, CSS, JavaScript and jQuery.
- Built and updated WordPress themes and templates using ACF and worked with Git, code reviews and staged deployments.

Senior Backend Developer - Magento 2
Flint Studios | Client: Mullan Lighting
03/2019 - 10/2019

- Worked on the Mullan Lighting Magento 2 ecommerce platform through a structured ticket-based development workflow.
- Contributed to the redesign of the main navigation, delivering the backend development and template changes required to support the new structure.
- Developed and modified Magento backend functionality and templates to support frontend and ecommerce requirements.
- Helped create and maintain navigation and category-related pages within Magento.
- Investigated and resolved Magento 2 bugs and functionality issues.
- Investigated performance issues affecting the navigation and implemented improvements to reduce delays when customers interacted with the menu.
- Collaborated with frontend developers and other team members, testing and debugging changes before release.

Full Stack / Magento Developer
St John’s Laboratory Ltd
09/2018 - 03/2019

Biotech

- Developed and maintained the company’s Magento ecommerce platform, delivering frontend and backend improvements.
- Supported migration work from Magento 1.9 and helped establish staging environments for development, testing and deployment.
- Debugged frontend and backend functionality across staging and production, resolving issues and improving reliability.
- Worked with the application database, optimised queries and improved frontend performance and page speed.

Senior Full Stack Developer
Registry Trust Ltd
11/2013 - 08/2018

- Developed and maintained company websites and web applications using PHP, JavaScript, HTML, CSS, WordPress and Joomla.
- Built database-driven portal functionality and worked across frontend and backend development, troubleshooting and new feature delivery.
- Led and supported digital projects while mentoring junior developers.

Web Developer
Regus
03/2011 - 10/2013

- Developed landing pages and microsites using ASP, HTML, CSS and MySQL; maintained websites and deployed updates.

SELECTED PROJECTS

Mullan Lighting Magento 2
Senior backend development through Flint Studios from 03/2019 to 10/2019. Worked from development tickets on Magento 2 navigation, templates, bug fixes and performance improvements.

BeautyBop Magento 2.4
Live Magento 2.4 ecommerce platform using PHP 8.2 and MySQL, with supplier APIs, scheduled product and stock processes, deployment, performance and production support.

St John’s Laboratory Magento
Magento ecommerce development from 09/2018 to 03/2019, including migration work, database and query optimisation, staging, debugging and performance improvements.

Addison Lee Digital Platform
Production web development, REST API integrations, customer-facing functionality, Git workflows, peer review and deployment.

Personal Portfolio / Developer Lab
Next.js, TypeScript, Tailwind CSS and headless WordPress, including server-side API routes and analytics integrations.

CORE STRENGTHS

- Magento 2 backend development
- PHP and MySQL
- REST API integrations
- Magento templates and ecommerce functionality
- Bug fixing and production troubleshooting
- Performance optimisation
- Git, pull requests and code review
- Local, staging and production workflows
- Cross-functional collaboration
- Technical ownership and mentoring