

SIMON ROLFE

Profile

A highly adaptable architect, developer, and technical lead, with a strong sense of elegance in user interface, API design, and code structure, using optimal frameworks and technologies, and balancing design/development timescales, system scalability and performance, manageability and separation of concerns, security, and the desired feature set and user experience.

Experience

Cloud Solution Architect, **Microsoft**

January 2016 - Current

Working with a handful of companies, I assist in the architecture of systems utilising the full spectrum of Azure infrastructure and platform services. I educate from the C-suite to on-the-ground engineering teams, using workshops and proof of concept demos, presentations, and hands-on lab sessions to provide clear guidance on current practices and new technologies. Subject matter expert on high-scale web deployments, Azure SQL DB, Azure AD authentication, App Service, Azure Search, and running a team-wide "drop-in clinic" for application development issues.

Development Lead, P3 Cloud Solutions

Cloud Services Developer, **Cube52**

June 2015 - January 2016

P3 Cloud Solutions was spun off from Cube52 after Cube52 entered liquidation. Lead the development of P3: Cube52's new platform for managing cloud estates across public, private, and on-premises environments, starting with Microsoft Azure and the Cloud Service Partner program.

P3 was a Bootstrap-driven responsive ASP.NET MVC and Web API application, using Azure Active Directory for authentication, and Redis for caching and coherence. Long-running tasks were serviced by a flexible, generic job engine developed in-house and ran on worker roles using Azure Service Bus and DocumentDB for communicating and storing progress and status. The application managed Azure properties through Azure Resource Manager, Graph API, and the CSP Commerce REST API.

Mentored the team in good practices such as DRY and SOLID principles, use of dependency injection, security, and testing.

Lead Application Developer, **Pottermore**

November 2013 - June 2015

Lead a team to produce a new ASP.NET MVC 5 [eCommerce system](#) used by over 1.5 million people, hosted on Microsoft Azure. This replaced a legacy Java-based application written by a third-party, bringing expertise in house while substantially reducing operating and deployment costs and increasing flexibility, performance, and load tolerance, with a substantial increase to shop revenue and profitability. Conducted code reviews and worked with the team to improve code quality using SOLID principles, and unit and integration testing with NUnit and Moq. Implemented the majority of the application's Azure integration and scalability systems through Managed Cache, SQL Server 2012, Azure SQL DB, and Web and Worker Roles.

Built new features and re-architected existing systems for higher flexibility and efficiency on [pottermore.com](#), which has over 14 million users and leverages a custom CMS with taxonomy and ontology support and Microsoft cloud technologies including Azure SQL DB, Azure Storage (Table, Queue, and Blob), and custom automatic scaling of Web and Worker Roles.

Senior Software Engineer, **Sodexo Motivation Solutions**

July 2011 - November 2013

Introduced OO, web development, and MVC concepts to a development team experienced in Oracle PL/SQL and Borland PowerBuilder while creating a new [ordering website](#) for the company's [multi-store voucher](#) system. The new site uses ASP.NET MVC3 and modern web standards with HTML5 semantic markup and graceful degradation for older browsers and those without JavaScript available, has a simpler and more flexible order process, and supports online payments.

Lead development of and architected the company's flagship [online product](#), a childcare voucher management system used by over 200,000 people. Modern HTML5 and CSS3 markup is rendered throughout using ASP.NET MVC 3, enhanced with LESS and jQuery where appropriate, while remaining entirely functional for legacy browsers if JavaScript is unavailable.

Created secure SOAP 1.2 Web Services using Windows Communication Foundation for a Home Office system involving the Post Office's Horizon platform for in branch point of sale payment authorisation. Designed and created ASP.NET MVC4/Web API systems to provide all business logic and authentication for a new product with a front end developed by a third party.

Solutions Architect, [Aon Hewitt](#)

January 2010 - July 2011

Primarily responsible for expanding and improving Aon Hewitt's flagship software, known as [Greater Insight](#) — an international multi-tenant platform for benefits and pension management used by tens of thousands of people worldwide. Greater Insight was developed initially using VB.NET, ASP.NET, and LINQ to SQL, transitioning to C# and Entity Framework for ongoing work.

Sole European developer with commit rights to the Greater Insight Team Foundation Server repository, with responsibility for designing, architecting, and developing modules and key systems to integrate with the platform and providing consultancy, information, and code reviews to other teams across the world. Recognised as the company's Microsoft SQL Server expert, giving best-practice recommendations to ensure the performance, 24/7 availability, and security of a new employee flexible benefits system.

Software Consultant, [Quovidion](#)

March 2009 - January 2010

Recruited for a long-term project involving worldwide travel to liaise with local offices of a major multinational and integrate document workflows, proprietary information extraction technologies, and data output to SAP, SQL Server and Oracle.

IT Manager, [Doctors Chambers](#)

February 2005 - March 2009

Established in-house software as a key business differentiator by working to software and systems best practices with a hands-on approach to development, creating applications used by major industry clients such as Royal Bank of Scotland and Alexander Samuel LLP Solicitors in Visual Basic .NET and C#. Lead development of a web-based clinic booking and report management portal, and a Windows Forms synchronisation framework for an externally developed application. Developed Windows Forms and web applications for scanning, barcode recognition, document routing and management, postal address handling, performance management and other areas.

Senior Developer/Acting IT Manager, [Quantum|tm](#)

March 2003 - February 2005

Developed an in-house web-based platform running multiple internal and external applications with several thousand users from multiple clients. Mentored the IT team in SQL, Visual Basic, ASP, Windows Server support, coding procedures, security and disaster recovery. Liaised closely with all clients in establishing data formats, update systems, bespoke web applications, and custom reporting solutions. Migrated operating platform from Windows NT to Windows 2003 with Active Directory and core application platform from MS Access 2002 to an object oriented multi-tier hybrid web and client-server system.

Technical Consultant, [Sumgai Technology / Full Spectrum IT](#)

May 2002 - March 2003

Designed and developed application components, integrating custom applications and off-the-shelf packages. Implemented low-cost small-office solutions including early generation wireless LAN technologies and Linux based email and file servers.

Technical Architect, [MMCC Consultants](#)

December 1999 - May 2002

Participated in full product life cycle development using Visual Basic 5 and 6 for a variety of clients. Assignments ranged from short technical research exercises to leading a team of 4 in an 18 month development. Introduced coding standards documents for all employees, and worked as an internal consultant on several deployments of new systems and applications due to broad knowledge of operating system and platform issues.

Technical Skills Summary

Current and recent:

Azure [Active Directory | Autoscale | Blob Storage | DocumentDB | Graph API | Managed Cache | Redis |
Resource Manager | Service Bus | SQL DB | Table Storage | Web Roles | Web Sites | Worker Roles]
ASP.NET MVC | Autofac | Bootstrap | C# | CSS | Enterprise Library | Entity Framework | Git | HTML | JavaScript |
jQuery | LESS | LINQ | Moq | NUnit | Scrum.org | Task Parallel Library | Web API

Previous:

ActiveX | ADO | ASP | ASP.NET Web Forms | Exchange 5.5 – 2003 | Oracle 7.3–11 | SQL Server 2000-2012 R2 |
SSRS SSIS | TFS | Visual Basic 5–.NET | WCF | Windows NT 4 – 2012 Server