Bailey Segail

segailbailey@gmail.com | https://www.linkedin.com/in/bailey-segail/ | +61 410 127 241

OBJECTIVE

Experienced Technical Lead with a proven track record in delivering scalable digital products for top Australian brands. Expert in leading cross-functional teams to surpass project objectives. Eager to leverage deep technical skills and an entrepreneurial approach to problem solving to propel digital innovation forward in organisations.

PROFESSIONAL EXPERIENCE

NOVON
Technical Lead

Sydney, Australia
Apr 2023 - Present

Collaborated with Southern Cross Austereo on the LiSTNR app, leading the mobile technology team. Spearheaded the development of enterprise-grade code, provided mentorship and leadership, refined project scopes, and facilitated SCRUM rituals (standups, reviews, retrospectives). Managed client relations and played a pivotal role within the consultancy as the software guild leader.

LiSTNR Mobile App - iOS, Android, TypeScript, React Native, GraphQL, Firebase, Expo

- Led the successful relaunch of the app, which has over 1.5 million users, on the App Store and Google Play within nine months, achieving a 99.8% crash-free rate.
- Led the mentoring of native iOS and Android developers in transitioning to the React Native ecosystem, ensuring seamless adaptation and upholding high development standards.
- Designed and developed key application features, including screen designs, GraphQL and Firebase integrations, playback functionality, tracking, and CarPlay integration.
- Developed comprehensive testing practices across the team using tools such as Playwright, Jest, and StoryBook to enhance code quality and reliability.
- Designed a streamlined release strategy, integrating a CI/CD workflow with Expo and Codepush for efficient and seamless app deployments.

UPGROWTH
Technical Lead

Sydney, Australia
Jul 2019 - Apr 2023

Held a pivotal role in the digital consultancy group, leading projects for both enterprises and startups. Developed enterprise-grade code, defined project scopes, critically evaluated user experience designs, managed external stakeholders, and mentored team members.

BIG W Mobile App - iOS, Android, TypeScript, React Native, Firebase, Expo

- Led a team of four engineers to develop and launch the app within a four-month timeframe, achieving a 4.7-star App Store rating and a 99% crash-free rate.
- Designed and implemented core application screens, integrated REST APIs and Adobe AEM, and established developer experience best practices.
- Developed a comprehensive release strategy, including CI/CD workflows, and introduced tools for managing app updates and user engagement, such as A/B testing, over-the-air updates, and maintenance modes.
- Collaborated with designers to create a scalable design system for use across web and mobile platforms, ensuring consistency and reusability of design elements.

BIG W Frontend Website - TypeScript, Next.js, NestJS, Express, Node.js, AWS, MySQL, Vercel

- Designed and implemented core front-end user journeys for checkout, including delivery and click-and-collect options.
- Developed new customer journeys to facilitate buy-now-pay-later purchases (layby) and manage instalment repayments, contributing to 40% of all online sales at launch.
- Designed methods for server-side rendering of Adobe Experience Manager content and data hydration for a custom state management framework, significantly improving overall website load times.

Ditno - TypeScript, React

- Led the development of a web application for enterprises to manage security governance of their IT infrastructure, successfully securing the next round of funding for Ditno.
- Designed front-end architecture and screens for high-performance data visualisation, sorting, and filtering.
- Led design reviews and ideation sessions to develop solutions that balanced component reusability, user experience, and aesthetics.
- Collaborated with the client to guide technical and design decisions, optimising development costs.
- Collaborated with the external backend team to create scalable API endpoints, enabling front-end code reuse and reducing user load times.

FULLSTACK DIGITAL
Senior Engineer

Sydney, Australia
Aug 2016 - Jun 2019

Co-founded a digital studio serving nonprofits, agencies, and enterprises. Led technical consulting and managed a cross-functional team, guiding project management, design collaboration, pair programming, and mentoring.

The Hotel Card - React, Redux, Node.Js, Express, MongoDB, Heroku

- Led the development of a customer-facing website in three months, enabling users to book accommodation at over 800,000 hotels worldwide using gift cards purchased in retail stores.
- Developed core website screens for search functionality and customer booking journeys.
- Developed a custom API server to handle authentication, payments, and bookings for both the customer-facing website and the admin portal to manage bookings and refunds.
- Consulted on the selection of the best technologies to meet business needs, budgets, timelines, and the future vision of the product.

Dimeo - iOS, Android, React Native, React, JavaScript, Redux, Python, Django, PostgreSQL

- Led the development of a mobile application for staff to check in at work sites and track shift times.
- Designed Django REST API endpoints to handle authentication and log worker shift times within the mobile app.
- Developed an Admin Dashboard to onboard different work sites, manage staff shift schedules, and provide reports and data insights on logged worker shift times.

St John NSW Members Web - React, JavaScript, Node.js, Express, MongoDB, Heroku

- Designed and developed a web application enabling SSO staff members to post, view, and moderate community updates
- Developed custom API endpoints for SSO authentication, user role management, and content management services.
- Designed and developed a custom content management system for managing user-generated content and the review process.

ISLAND PACIFIC
Mobile App Developer

Sydney, Australia
Nov 2015 - Aug 2016

Contributed to the SmartStore team, focusing on the maintenance and development of software for retail point-of-sale transactions.

- Developed new features and fixed bugs in collaboration with the senior developer, ensuring stable production releases through teamwork with the QA team.
- Identified a major code deprecation, leading to the necessary re-architecture of the app for future sustainability.

EDUCATION

MACQUARIE UNIVERSITY
BCom with Marketing and Entrepreneurship Majors*
Note: Deferred degree to focus on Fullstack Digital, a business venture I co-founded.

Sydney, Australia
Jan 2016 - Jul 2018

REFERENCES

References available on request