

Liam Trubshaw

Lead Web Engineer // Technical Director

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SKILLS

Web - TypeScript, React, Next.js, JavaScript, Node.js, SCSS, HTML, CSS, static sites through to complex web apps, detailed responsive builds from designs

Cross-project infrastructure - Shared component libraries, shared starter codebases, GitHub Actions CI/CD, preview deployments, feature flags, deployment automation

AI-agentic development - Claude Code used daily, steering agents with clear instructions and checking output through review and automated tests before anything ships

Security and performance - Web security hardening, WAF, access control, row-level security, Core Web Vitals, Cloudflare, Redis caching

Testing and tooling - Playwright, Jest, PHPUnit, testing strategy for teams, linting, staging and production parity, uptime monitoring

Infrastructure and data - Cloudflare, Vercel, AWS (EKS, EC2, S3), Azure, Docker, PostgreSQL, Prisma, MySQL, REST APIs

Also - PHP, WordPress (Gutenberg blocks in React, Multisite), Contentful, payment and CRM integrations

EXPERIENCE

Co-Founder, Frame Foundry // London

Apr 2026 – Present

- Took a multi-tenant SaaS membership platform from idea to paying customers in 6 months as the technical co-founder, building it end to end in Next.js, React and TypeScript
- Made and lived with the core architectural bet of a shared Postgres database with a tenant ID on every row, later rolling out row-level security so the database itself blocks access to other organisations' data
- Modelled the data in Prisma across 81 tables and 70 migrations, with migrations running automatically on production and staging deploys
- Shipped weekly behind feature flags, with a preview deployment for every change, separate production, staging and demo environments and nightly backups to Amazon S3
- Built payment, membership and access-control journeys with audit trails, so every action touching payments or member access is visible and reversible
- Built the platform with Claude Code as a core tool, with review and testing guardrails on all generated code

***Technologies** - TypeScript, Next.js, React, Node.js, PostgreSQL (Neon), Prisma, Vercel, AWS S3, REST APIs*

Co-Founder and Technical Director, TwoTen Studio // London

Sept 2018 – Present

- Owned technical direction across every web project at a digital design and development agency for 8 years, building hands-on every week while leading a team of up to 5
- Built shared starter codebases, component libraries and plugins used across many client sites, so new projects started from the same foundations and stayed consistent
- Set up GitHub Actions pipelines for linting, automated testing and deployment, and made pull-request review, Playwright and Jest tests and uptime monitoring standard on every project
- Built libraries of React blocks with guardrails so non-technical marketing teams could build and publish pages safely without a developer
- Rebuilt the team's development workflow around AI coding agents over 2 years, with Claude Code at the centre and standard review and testing before generated code shipped
- Architected a WordPress Multisite virtual events platform for a large London events agency during Covid, containerised with Docker and load-balanced on Amazon EKS
- Chose between Multisite and separate installs across client estates, then ran those platforms in production for 5+ years and saw which choices held up

- Hardened sites with WAF and vulnerability scanning alongside a transport group security team, and improved Core Web Vitals with Cloudflare and Redis caching
- Built and supported sites for Go-Ahead Group, Art Academy London, Meridiam, BBI Solutions and Tharsus, and multi-market sites for global pharmaceutical brands
- Worked directly with designers and clients to turn designs into accurate, responsive builds
- Integrated client websites with Salesforce for BBI Solutions and Tharsus, sending lead, enquiry and customer data into the CRM with field mapping and validation

Technologies - TypeScript, React, Next.js, PHP, WordPress, GitHub Actions, Playwright, Jest, Docker, AWS (EKS), Cloudflare, Redis

Partner and Digital Director, Nueker // London

Sept 2022 – Feb 2025

- Made all technical decisions for a brand and digital studio as a Partner, choosing the stack for each project and recommending third-party services to clients
- Built the website and platform for Added Health, a better eating and gut health brand
- Led cross-functional teams of designers and engineers from pitch to launch across e-commerce, bespoke platform and web projects

Technologies - WordPress, PHP, JavaScript, e-commerce

Project Manager (Contract), Ermenegildo Zegna Group // London

Nov 2018 – Sept 2020

- Oversaw the rebuild of a global e-commerce platform for a luxury fashion group, a multi-year programme across agencies and suppliers in Europe and China
- Managed budget, change control, supplier procurement and contract negotiation, presenting technical and commercial trade-offs to the group board
- Gathered requirements and customer insight from markets worldwide and ran parallel workstreams for retail experiences and creative asset production

Technologies - Adobe Experience Manager, e-commerce, Agile delivery

Communications and Marketing Project Manager, Londonwide LMCs // London

Sept 2012 – Mar 2018

- Procured and implemented Salesforce as the CRM for the representative body of 7,000+ London GPs and managed its ICT providers
- Designed, built and delivered the first iOS app for members, and earned 3 promotions in 5 years
- Ran the largest conference in the organisation's history, with 350 attendees at Emirates Stadium
- Managed senior stakeholders including members of parliament and handled national press including BBC and ITV

Technologies - Salesforce, iOS

EDUCATION

BA (Hons) Public Relations, Leeds Metropolitan University

2012