



## GARRY FINCH

18 St Lawrence Road  
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### ABOUT ME

I'm a commercially aware, technical manager of large development teams delivering large scale web based solutions in the ecommerce environment.

### SKILLS

AGILE  
A/B TESTING  
COMMERCIAL REPORTING  
FRONT END PERFORMANCE TESTING  
GOOGLE ANALYTICS  
GOOGLE TAG MANAGER  
HTML  
JAVASCRIPT  
JIRA  
MENTORSHIP  
PPC  
SHOPIFY  
SPRINT PLANNING  
TEAM MANAGEMENT  
TRAINING  
UX

## EXPERIENCE

### DIRECTOR OF ENGINEERING AND OPERATIONS

**GROOUP LTD** - (April 2017 – Dec 2018)

Working as part of a team on projects and consultancy for a large UK retailer. Rapid roll out of online retail stores on the Shopify platform. Commercial analysis and operational tasks of running a small business.

- Commercial analysis and reporting
- Shopify development and administration
- Wordpress development and administration
- Supplier management
- Inventory management for multiple ecommerce stores and channels
- Resource management - Permanent, freelance and virtual assistants
- Management of office operations

### LEAD UX ARCHITECT

**THE HUT GROUP** - (April 2016 – March 2017)

Educating a company and promoting the importance of UX through workshops and presentations. Adding value with experimentation and improved customer tracking to better understand how the web sites are being used.

- Development and implementation of bespoke platform A/B testing function
- Educational workshops explaining lean UX process to the rest of the business
- Technical UX improvements such as page performance. Working alongside developers to put KPIs and tests in place.
- Implementation of tracking across the sites to get a better picture of how the site is used.

### HEAD OF UX DEVELOPMENT

**THE HUT GROUP** - (August 2008 – April 2016)

Growing a team from 2 to 35+ developers over 7 years. Responsible for delivering and supporting around 160 international, multi million pound, online retail stores on a large scale, bespoke platform.

- Development and improvements to a JSP & Java based ecommerce platform
- Creating new ecommerce sites, mobile and international versions
- Launching multiple wordpress sites for blogs to improve SEO content
- Template optimisation to shorten delivery time for a new site
- Introducing style guides and common components across the platform
- Moving from mobile version to responsive templates for main site functions - checkout, account, product page and basket
- Implementation of test framework and integrated as part of deployment process.
- Moving from 3 deployments a week to 4 a day with zero customer impact
- Launching Chinese optimised version of ecommerce sites
- Introduced BAU team and project teams to help manage new development streams and ongoing maintenance of the platform
- Introduction of kanban boards for BAU management and prioritisation with the rest of the business
- Platform migration from acquired company platforms to THG platform
- Worked with Edge Hill University on their course content and student project review
- Worked with MMU on student portfolio reviews



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## BACKGROUND

After cutting my teeth building ASP driven web sites in the late 1990s, I have worked in the IT industry in a number of roles from developer through to senior management.

I have also written and taught training courses, delivered guest lectures at universities as well as working with the faculty to improve course content and provide industry feedback to the staff and students.

I am an approachable individual, calm when under pressure and given my broad range of experience I am able to adapt to most situations, roles and projects.

Outside of work, I enjoy photography and the challenges/fun of being a parent.

## QUALIFICATIONS

HND Automotive Engineering - Northbrook College, Shoreham Airport

A-Level Maths and Design - Kings Manor Sixth Form, Shoreham-by-sea

GCSEs - 5x B Grade and 5x C Grade - Kings Manor School,  
Shoreham-by-sea

## THE FUTURE

I am looking for a role to further broaden my experience and challenge me. I have a lot of experience to bring a company and I believe I can make a positive impact.

I am keen to stay in a technical role. I am a problem solver and have a very methodical approach, developed over the 20+ years of my time in the industry and my engineering background.

Roles like Product Owner, Engineering Manager or Delivery Manager are of particular interest to me.