

I turn messy processes into working software.

I help businesses replace scattered spreadsheets, repetitive manual work and disconnected tools with practical systems built around how their teams actually work: from business problem to working system.

My background is in design, production, operations and client delivery, so I start with the work itself. I personally lead the requirements, workflow, interface and system decisions, testing and delivery, and use AI-assisted engineering to build more of the solution myself.

WHAT I CAN HELP WITH

01 Business applications & internal tools

A web application shaped around your process (clients, jobs, bookings, approvals, invoicing) instead of spreadsheets and email threads.

02 Automation & process improvement

Repetitive steps removed: information carried forward instead of re-typed, imports that check themselves, calendar bookings made automatically.

03 Dashboards, reporting & data workflows

Spreadsheet reporting can become a clear dashboard, with a consistent data structure, calculations you can check and familiar exports.

04 Websites, CMS & digital platforms

Websites your team updates without a developer, from WordPress to custom builds with a structured CMS and safe publishing.

05 Progressive web apps & client portals

A private app opened from the phone's Home Screen for project status, documents, requests and approvals, with no app store needed.

06 Workflow review & digital modernisation

How work moves today, where time is lost and what to change first, before anything is built. Often the right system is smaller than expected.

HOW I WORK

01

Understand the business

The goal, the people involved and what isn't working.

02

Map the workflow

The spreadsheet, the inbox, the workaround.

03

Design the solution

Requirements, data structure and screens agreed before building.

04

Build and test

Built in working stages and reviewed with you.

05

Deploy and improve

Launch, support and improve as the business changes.

One accountable person, from first conversation to launch.

The person you explain the problem to is the person who designs, builds, tests and delivers the solution, so less is lost between people. When a project needs specialist skills, I bring in and coordinate the right people, and remain your single point of accountability for the result. Several clients have returned for additional projects over the years.

CONFIDENTIAL · IN ACTIVE DEVELOPMENT

Business Operations, CRM & Workflow Platform

Clients, jobs, pricing and payments were spread across spreadsheets, an older CRM and email; the work is moving into one system, module by module.

In use: jobs and Google Calendar booking. **Built, being introduced:** invoicing, finance records, bank import, change history. **Next:** enquiry and proposal screens.

CONFIDENTIAL · INSTALLABLE WEB APP · IN USE

Client Project & Collaboration Hub

Project status, deliverables, requests and reviewed work time in one place instead of chat and email.

Home-Screen app with invitation sign-in; documents viewed in place; spoken or typed requests; approvals; expiring guest links.

CONFIDENTIAL · PRE-LAUNCH

Research-Driven Financial Comparison Platform

Monthly comparison editions built on structured research: every published figure traces to a dated source, and automated checks propose changes but cannot publish.

A person approves each change and edition; several hundred automated tests.

LIVE · DCINVEST.GLOBAL

dcInvest.global: Investment Website & Headless CMS

A credible public website for an institutional investment and family-office business, updated by its own team in a structured editor.

Signed webhooks refresh only what changed when content is published; separate staging and production.

Also: Treasury & Liquidity Forecasting Dashboard (confidential, working prototype on demonstration data): shows how a spreadsheet-based treasury process can become a headroom and funding-needs dashboard. Not connected to live financial data.

EXPERIENCE & INDUSTRIES

The tools changed. The pattern didn't.

- Production and operations management: teams, training, quality control and SLA-driven delivery.
- Four international production transitions for US publishing clients.
- Process improvement and internal tools adopted by other departments.

Industries I know from the inside

Real estate, holiday homes and hospitality · photography and creative production · publishing, media and advertising · corporate events · business operations. Firsthand industry experience helps me understand the workflows behind the solutions.

TECHNOLOGY

USED IN THE SYSTEMS ABOVE

Next.js · React · TypeScript · Supabase · PostgreSQL · Sanity · GROQ · Vercel · GitHub · Google APIs · webhooks · OAuth sign-in · Excel / XLSX / CSV · PWA

WEBSITES, HOSTING & DESIGN

WordPress · MySQL · HTML · CSS · JavaScript · hosting, DNS & domains · UX/UI · Adobe Creative Cloud

Complementary services, alone or alongside a project

Professional photography (2,750+ assignments, including real estate, hospitality and corporate work) · video, editing and motion graphics · graphic design and digital content.

How I use AI-assisted engineering. I define the requirements, workflow, architecture and interface, and direct AI coding agents to speed up implementation and testing. I review the code and its behaviour, test the result and remain responsible for delivery.

Have a workflow that takes too much time, a system that no longer fits, or an idea that needs to become a working application? Let's discuss what would make sense for your business.

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