

Sam Kay Front-End & Full-Stack Developer

Full-stack engineer with 10+ years of experience building production web platforms across consumer products, internal tooling, marketplaces, and admin systems. Strong focus on Next.js, React, Supabase, and end-to-end ownership from product design through architecture and delivery.

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Preferred tech stack

Next.js, React, TypeScript, Tailwind CSS, Supabase/Postgres, GraphQL, Headless CMS integrations, Vercel

Work History

Contractor

Freelance Senior Front-End Developer — July 2023 - onwards

Project: **Satdee** — *Creator*

- Led end-to-end build as sole engineer using Next.js, TypeScript, Supabase, and RevenueCat, owning product design, architecture, data modelling, and delivery
- Designed data layer using precomputed Postgres/Supabase views to enable low-latency filtering across large, multi-league datasets
- Built scheduled data ingestion and daily stats regeneration jobs with Vercel Cron, keeping fixture and team-level analysis current without manual operations
- Implemented subscription and account infrastructure with email and Google auth, RevenueCat billing, webhook-driven entitlement sync, and tiered access control across premium features, billing, and admin tooling
- Architected hybrid static/dynamic rendering, cached data access, and structured metadata / sitemap generation to support SEO, performance, and long-tail discovery across product and editorial pages
- Created internal social media tooling to automatically generate themed match and trend graphics, grouped captions, and downloadable asset batches, turning content production into a repeatable self-serve workflow

Project: **Karbon Marketplace** — *Full-stack developer*

- Led end-to-end build as sole engineer using Next.js 14, React, and Supabase, owning product design, platform architecture, data model, and delivery of a two-sided marketplace for buying and selling accounting firms
- Architected proposal-based publishing workflow to keep unreviewed submissions and edits separate from live listings, enabling safe moderation, approval, reactivation, and auditability
- Built user workflows for firms looking to buy or sell, including role-specific onboarding, privacy controls, and connection requests between parties
- Designed admin tooling for non-technical operators to run the platform without engineering support, including moderation, verification, payment-status management, and operational reporting
- Implemented trust and access controls for a high-risk marketplace, covering identity verification, gated onboarding, profile privacy, and secure session handling
- Implemented workflow-triggered transactional email flows with SendGrid, automating key marketplace communications and reducing manual coordination across an externally administered platform

Project: **Norwich Food & Drink** — *Full-stack developer*

- Led end-to-end build as sole engineer using Next.js, TypeScript and Supabase, owning product design, data architecture, and delivery of an admin platform powering a connected iOS/Android app
- Architected reusable multi-event platform enabling multiple branded event experiences to run from a shared data and workflow model

- Designed Supabase data model and admin tooling to manage shared venue data alongside experience-specific configuration
- Implemented role-based workflows for admins and venue owners with Supabase Auth, allowing venue owners to manage their own listings while admins retained control over wider event configuration
- Developed reporting layer using aggregated views and database RPCs to track venue performance, user activity, and cross-event retention

Project: **City of Ale** – *Full-stack developer*

- Led end-to-end build as sole engineer across two repos using Next.js and Supabase, owning product design, admin UX, backend APIs, data modelling, and delivery across the public website and connected mobile app
- Designed data model and admin workflows for pubs, breweries, annual pub trails, events, and media, for non-technical staff to manage customer-facing content
- Implemented role-based workflows for admins and venue owners with Supabase Auth
- Modelled pub-trail data to support yearly editions, preserving historical setups while keeping each year's configuration easy to manage
- Built operational tooling for badge collection, venue analytics, and push messaging across the mobile experience

App Advisory Plus

Head of Product Development – *August 2022 - July 2023*

- Led end-to-end rebuild as sole engineer using Next.js, Supabase, and DatoCMS, owning product design, architecture, and delivery
- Designed CMS-driven platform for non-technical staff to manage and publish a large-scale app directory (500+ apps), with SEO and structured content modelling
- Built user-facing system for app discovery, comparison, and “app stack” creation, enabling users to generate and persist structured recommendations
- Implemented multi-role access and workspace model supporting both internal staff workflows and external user collaboration
- Integrated third-party services (Zapier, Mailchimp) to automate content, lead capture, and email workflows without engineering involvement
- Architected hybrid static/dynamic rendering and cached CMS access to maintain performance and scalability as a solo-maintained system

Betway Group

Senior Front-End Developer – *August 2019 - July 2022*

Web Developer – *October 2014 - August 2019*

- Helped build shared homepage platform from scratch using Next.js, Tailwind, and Vercel, powering multiple international Betway domains from a single codebase with localisation, market-specific content, and device-aware routing
- Built reusable landing-page system for SEO and live sports-odds content, enabling non-engineering teams to launch pages from shared templates
- Led development of Automate, an internal reporting tool using the Jira API to surface project progress across roughly 10 projects and engineering teams
- Implemented workflow automations around Jira status changes, including stakeholder email notifications for completed work, reducing manual reporting overhead and improving visibility of delivered features
- Built technical POCs in Next.js to demonstrate faster frontend architecture, including a registration-flow prototype used to influence technical direction
- Led standardisation of policy and terms pages, identifying large-scale UI inconsistency and driving a unified implementation across teams

Education

BSc Computer Science – *2:1*

JULY 2011 - MAY 2014, LANCASTER UNIVERSITY