Simon Staton

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⚘ Website · in LinkedIn · ⭘ GitHub · ⏲ Peopleperhour · ⚲ Freelancer

Principal Engineer & **Tech Lead** with 17 years commercial experience architecting and building performant, scalable web applications for global brands including HubSpot, Google, Solana and HSBC.

Working across the stack with a specialism in frontend development, driving cross-functional delivery in high performance environments. A strong advocate for clean performant code, testing, accessibility, AI tooling and mentoring. I bridge technical excellence with team empowerment and product impact.

Principal Software Engineer@mSquared.io *(London, October 2025 to Present)*

Startup building AI, Web3 and Metaverse products, in my time here I have been consulting on best practice + designed, architected and built a AI 3D generation app taking it to market in under a month and am currently working across the Somnia Blockchain ecosystem building a DEX and Probability Market.

Technologies: NodeJS, TypeScript, NextJS, React, WebGL, Hunyuan3D, Postgres, Kysly, Redis, Posthog, Datadog, Vercel, Vite, Vitest, Testing Library, Playwright, Privy, Redis, Docker, TailwindCSS, RadixUI, GitHub, GitHub Actions CI/CD, Figma

Tech Lead@HubSpot *(Remote, December 2023 to October 2025)*

Led the team responsible for the product's global search experience, serving millions of searches daily. Revitalized an underperforming team by establishing effective engineering processes, unblocking delivery challenges and driving alignment across product, design and stakeholders. Owned the technical and product direction for search, shaping quarterly roadmaps, defining requirements, and delivering features end-to-end.

- Led the rebuild of HubSpot's search application, modernising architecture, improving performance and relevance, and establishing a scalable foundation for future enhancements.
- Integrated AI powered search capabilities, simplifying the user journey, improving result accuracy, and significantly reducing click through and time to action metrics.
- Transformed team performance by introducing lightweight but effective processes, clarifying ownership, and removing long-standing blockers across engineering and product.
- Stepped into an expanded role during periods without design support producing wireframes, flows, and functional specifications, ensuring consistent delivery and product quality.
- Improved reliability, observability, and quality across the search ecosystem through better testing practices, monitoring, and error tracking.

Technologies: TypeScript, React (HubSpot stack), Storybook, Jest, Testing Library, Sass, Styled Components, Selenium, gRPC, graphQL, Grafana, Sentry, Amplitude, OpenAI, Webpack, Figma

Principal Frontend Engineer@bynd.com *(London, June 2017 to December 2023)*

Served as the most senior frontend engineer in a 20+ global engineering team, providing technical leadership across some of the agency's highest profile client engagements. Defined frontend strategy, architecture, and standards while mentoring engineers and shaping the culture, processes, and hiring practices of the engineering organisation. Embedded directly within client teams at Google, Shutterstock, and others, influencing critical product decisions and delivering complex initiatives end-to-end.

- Led the rebuild of Google's Digital Garage platform and migrated a large legacy AngularJS codebase to Angular, reduced technical debt, improved performance, and enhanced UX for millions of users globally supporting multiple markets including RTL languages.
- Worked inside Shutterstock's frontend guild, helping define the architecture of an isomorphic React application and monorepo + delivering components for their new editorial frontend and interviewing/hiring the team to maintain it.
- Delivered a pioneering WebGL + WebAssembly application for MPC Film, built an interactive realtime lookdev tool used in VFX production, combining ThreeJS, Emscripten, and custom WebAssembly integrations.
- High-trust contributor within Google's internal teams and gained elevated access to contribute to initiatives such as WearOS with elevated access to G3/Piper/CitC.
- Helped grow the team from 4 to 20+ engineers. Mentored juniors through to seniors, set coding standards, oversaw architectural governance, and redesigned the hiring/interview process.

Technologies: TypeScript, GCP, AWS, Vercel, Netlify, React, Angular, AngularJS, NextJS, Gatsby, Contentful, Prisma, Docker, NodeJS, Turbopack, Webpack, Lerna, Storybook, Nx, Jest, Vite, redis, memcached, Testing Library, Turborepo, Enzyme, Cypress, PostCSS, Lit (Web Components), PWAs, Redux (sagas/thunks), React Query/SWR, ThreeJS, WebGL, Prismic, gRPC, tRPC, MongoDB, Mongoose, SocketIO, WebAssembly (Emscripten), Polymer, Auth0, Figma

Senior Fullstack Developer@wearetwogether.com *(Berkshire, May 2015 to June 2017)*

Played a key role in the development team delivering websites, applications, prototypes, and channel marketing solutions for major B2B clients including Intuit, Brocade, Lenovo, and Symantec. Worked across PHP, Node.js, and custom WordPress builds before transitioning to lead the front-end rebuild of partnermarketing.com, a large-scale channel marketing platform.

- Led the frontend rebuild of partnermarketing.com, delivering a modern, scalable frontend with 80% test coverage and contributing to major feature development across the platform.
- Delivered a two-day proof of concept that secured a major pitch with Intuit and evolved into a long-term interactive touch table experience used at their flagship conference.
- Designed and implemented pattern libraries, testing approaches, CI/CD pipelines, and coding standards - driving the team's shift toward modern engineering practices.
- Worked closely with client services and strategy teams to scope, pitch, and prototype new products for global B2B brands.
- Mentored developers and guided technology decisions across multiple projects.

Technologies: PHP, JavaScript, NodeJS, WordPress, React, AngularJS, Laravel, Grunt, Gulp, Sass, Less, Karma, Jasmine, Mocha, SinonJS, SocketIO, Salesforce, Mailchimp, Jenkins CI/CD, AWS, DigitalOcean, Docker, Apache, Nginx

JavaScript Developer@HeathWallace/JWT *(Berkshire, December 2013 to May 2015)*

Joined the Rich UI team within a large digital agency, delivering high performance frontend applications and reusable libraries for major financial brands such as HSBC, ANZ and Vanquis. Contributed to enterprise scale builds long before modern JavaScript frameworks standardised frontend architectures.

- Developed production ready JavaScript applications and UI components for HSBC's global digital platforms, with a strong focus on performance, accessibility, mobile first and cross-browser support.
- Contributed to the full rebuild of hsbc.com, working onsite from HSBC's Hong Kong headquarters to collaborate with internal teams, refine requirements, and ensure seamless integration with existing systems.
- Gained deep experience writing vanilla JavaScript at scale, pre framework era designing modular architecture, encapsulation patterns, templating systems, and performance tooling without React or Angular.

Technologies: JavaScript, MongoDB/Mongoose, MySQL, RequireJS, Dojo Toolkit, Grunt, Gulp, Sass, Mercurial, Apache Cordova, Sitecore, Nunjucks, Jinja2, Twig

Fullstack Developer@KoaLoa *(Hawaii, December 2012 - December 2013)*

Worked as a fullstack developer for KoaLoa, an early stage Hawaiian startup building a digital marketplace for local products, services, and events. This was done via a website called WorkAway which enabled me to travel while working for bed/board.

- Built core UI components of a community focused marketplace supporting local businesses, creators, and service providers across the Hawaiian islands.
- Developed fullstack features such as product listing workflows, onboarding and general infrastructure.
- Created a full scraper/crawler automation pipeline to generate new leads by crawling specific markets, scraping data, populating preview listing and emailing owners with a preview link via Mailchimp APIs.

Technologies: JavaScript, PHP, CodeIgniter, Nginx, MySQL, WordPress, jQuery, HTML/CSS, Git

Web Designer@Garden Games *(Oxford, June 2008 - December 2012)*

Joined the company at 15 and became the primary developer, designer, and webmaster for a portfolio of ecommerce brands and websites. Worked end-to-end across design, development, SEO, content, tooling, and internal systems, effectively running the technical backbone of the business.

- Built and maintained 10+ ecommerce stores (Actinic and custom front-end code), covering multiple product niches including sports equipment, outdoor play, furniture, and hobby markets.
- Designed and developed a network of 50+ WordPress sites to support content marketing and backlink strategy, significantly improving rankings across competitive keywords.
- Achieved top-3 Google rankings for high-value terms such as "table tennis tables", directly contributing to multimillion annual revenue.
- Created and launched a 3D product design tool as a SketchUp and Web app.
- Designed a CAD-modelled sandpit product that went into physical production.
- Created two new product brands: Lusum (sports balls, still active) and Beeball (basketball equipment, still active).
- Produced all creative assets including product imagery, advertising graphics, video content, and blog materials.
- Co-managed hosting, servers, DNS, email systems, IT hardware, and support.
- Built order import systems, ordering processing systems, postcode lookup libraries, product review platforms

Technologies: JavaScript, PHP, Ruby, WordPress, Actinic/Sellerdeck, Magento, Joomla, LAMP stack, PhotoShop, MySQL, jQuery, HTML/CSS

Freelancer@me *(2006 - Current)*

I discovered my love for technology early on, I'd use my pocket money at the time to rent a reseller hosting space from a school friend and started building websites for some local businesses at 13. This would eventually land my first full-time job at 15 and would be something I continue to do in a freelance form and at times as a more serious business venture. Over the years I have worked on design work like logos and branding, marketing (PPC/SEO), small builds, long term retainer agreements, consulting or security audits.