

Scott Phillips

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Summary

Full-stack engineer with 6+ years building enterprise software across advertising, broadcast media, and logistics. Specialized in .NET microservices, React applications, and AWS cloud architectures. Currently developing national radio advertising platforms at Adserve while building Web3 applications with zero-knowledge proofs.

Work Experience

Full-stack Developer, Adserve Ltd., Advertising Technology, London (Mar. 2024 - Present)

Platform: .NET 8.0 microservices platform managing national radio advertising campaigns with AWS Lambda automation and React NX monorepo housing 9 production applications

Stack: .NET 8.0, C#, EF Core, PostgreSQL, AWS Lambda, React 18, TypeScript, NX Monorepo, xUnit, Vitest, Playwright, AWS (EC2, RDS, S3, CloudWatch), Swagger

- Developed and maintained numerous core microservices supporting advertising campaign lifecycle from quoting through delivery and post-campaign analysis.
- Implemented pricing algorithms handling seasonality adjustments, daypart weighting, station rates, and discount calculations for accurate spot cost modeling.
- Developed and enhanced 2 Lambda functions for campaign automation: Scheduler and Optimiser with integration test framework covering scheduling rules, spot movement validation, and optimization algorithms
- Contributed across a number of React applications in NX monorepo (Campaign Manager, CRM, Deals Manager, Inventory Manager, Package Manager, Station Manager, Property Manager)
- Built campaign workflow interfaces for daypart weighting, budget visualization, financial breakdowns, booking management, and property selection
- Architected global exception handling NuGet package adopted as company-wide standard across all microservices
- Contributed to reusable React component library published as internal npm package, establishing atomic design patterns adopted across entire platform
- Implemented comprehensive testing strategy using xUnit for backend services and Vitest/Playwright for frontend applications with CI/CD integration with a focusing on test-driven development practices for new features with systematic integration test coverage
- Acted as interim team lead coordinating sprint planning, code reviews, and feature delivery for Station Manager release

Full-stack developer, MOOV Ltd., Live Broadcast Graphics, London (Dec. 2021 - Mar. 2024)

Platform: Live sports broadcast graphics system providing real-time data-driven overlays for TV productions

Stack: C#, ASP.NET, WPF, MySQL, XML/JSON processing, Chyron graphics integration

- Lead developer on live sport data provider migration, transitioning from legacy XML-based feeds to modern JSON API integration, requiring coordination with external providers on data formats, transfer protocols, and content specifications
- Redesigned backend file processing pipeline and storage architecture to handle new data format, implementing stored procedures, schema updates, and processing logic with comprehensive E2E testing
- Built data utilities enabling operators to process new provider feeds and display graphics using updated data streams from API and FTP sources
- Developed data distribution software providing centralized access to latest software versions for broadcast operators

- Modernized legacy broadcast control interfaces and developed data distribution software, improving operator experience for live production environments

Full-stack developer, CORE UK, Logistics Software & Solutions, London (Oct. 2018 – Dec.2021)

Platform: Enterprise logistics management system handling supply chain operations and warehouse management

Stack: C#, .NET, ASP Classic, AngularJS, SQL Server, Selenium, Redgate

- Lead developer on automated E2E testing suite for core logistics products, establishing comprehensive test coverage across main application workflows
- Maintained and enhanced web interfaces handling change requests and bug fixes
- Modernized critical web pages by migrating from ASP Classic to AngularJS framework, improving functionality and user experience for logistics operators
- Developed database solutions using SQL Server Management Studio, creating stored procedures and functions with strong querying, insert, and update logic. Utilized Redgate for database source control
- Established unit testing practices using AxoCover for quality assurance

Notable Projects

More extensive descriptions of each along with key features can be found on my website.

(May 2021 - present) GlowInColour Ltd (<https://glowincolor.com/>)

Cloud-native SaaS platform for certified colour consultants with AI-powered image processing, Stripe subscriptions, and comprehensive AWS integration.

Architecture: Full-stack TypeScript with layered backend (controller, service, repository pattern), deployed on AWS Elastic Beanstalk (API) and AWS Amplify (frontend).

Stack: Next js 15, Express.js, TypeScript, TailwindCSS 4, AWS (DynamoDB, EB, Amplify, Route53), Stripe, Docker, Vitest

(January 2025- present) Nori Application & Website (<https://alpha.app.nori-zk.com/> & <https://nori-zk.com/>)

Bi-directional token bridge between Ethereum and Mina Protocol using zero-knowledge proofs. Features XState v5 state machine orchestration and Web Worker-based proof generation.

Architecture: Layered TypeScript Web3 DApp with state machine orchestration and web workers

Stack: TypeScript, Next js 14 (Mina requirement), XState 5, o1js, Ethers.js, Web Workers, Firebase, TailwindCSS 3

Open source code can be found at <https://github.com/Nori-zk/nori-bridge-zkapp>

(Nov 2022 – December 2023) GrubCheck Ltd (<https://apps.apple.com/uk/app/grubcheck/id=1516920619>)

Cross-platform food discovery app with GraphQL integration, full-text search via Meilisearch, and comprehensive Firebase services.

Architecture: Layered Flutter Architecture with Provider Pattern

Stack: Flutter/Dart 2, GraphQL, Firebase, Meilisearch, Provider, Hive

Education

University of Manchester (2014 - 2018): Graduated with a master's degree in electrical and electronic engineering (MEng), achieving a grade of 2.1 with honours.

Chislehurst and Sidcup Grammar School, Sidcup, Kent (2006 – 2013)