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| **ROBIN OSBORNE****Technical Architect** [**https://uk.linkedin.com/in/robinosborne**](https://uk.linkedin.com/in/robinosborne) | [**robin.osborne@gmail.com**](mailto:robin.osborne@gmail.com)  **London, UK** |  |

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| EXPERIENCEObservability ArchitectSelfridges01/2024 - 04/2024  * Defined the Observability Strategy, Vision, and Roadmap, aligning with technical and product teams. * Led multiple teams to enhance their telemetry and fostered a culture of Observability awareness, aiming to reduce outages and improve recovery time. * Collaborated with internal tech and product stakeholders * Key point of contact with telemetry vendor to facilitate rapid training and development internally * Implemented a solid foundation and a forward-thinking strategy to improve, optimise, and economise in future  Principal Engineer, PerformanceBurberry01/2018 - 01/2024  * Optimised digital performance for Burberry, improving site performance globally, achieving a minimum of 30% annual improvement * Developed bespoke performance testing and monitoring platform * Transitioned architecture from a monolith to microservices and micro-frontends * Enhanced digital infrastructure for China market * Defined automated test and lean-thinking development strategies * Established scalable in-house/near-shore team structures * Key point of contact with telemetry and CDN vendors  Engineer (Contract)JustEat11/2015 - 11/2017  * Created a Chatbot using Microsoft's BotFramework and LUIS (NLP) for deflecting customer support queries from the call centre * Created the [LDN Bot Framework meetup group](https://www.robinosborne.co.uk/tag/ldnbotframework/) * [Presented the Chat Bot at a Microsoft TechDays Online session](https://www.robinosborne.co.uk/2017/03/01/mvp-led-techdays-online-videos/)  Devised a comprehensive bidding platform leveraging AWS and CI/CD tools, resulting in a significant reduction in manual intervention; ensured code quality through rigorous testing with Selenium, enhancing overall platform stability.VP EngineeringMailcloud02/2014 - 10/2015  * Defined, evolved, and enforced development processes for in-house and remote team members * Developed and automated systems and environments in Azure * Implemented ChatOps for automating various complex tasks * Created environment automation using PowerShell to enhance efficiency | SUMMARYSeasoned Technical Architect with over 20 years of experience in designing and implementing large-scale, highly transactional systems.Expertise in cloud architecture (AWS), solution design, and performance optimization.Proven track record in driving innovation, quality, and efficiency across complex digital landscapes.Skilled in translating business requirements into robust technical solutions, with a focus on scalability, reliability, and cost-effectiveness.CERTIFICATIONS & AWARDS AWS Certified Solutions Architect – Associate badge image. Certification. Intermediate level. Issued by Amazon Web Services Training and CertificationAWS Certified Cloud Practitioner badge image. Certification. Foundational level. Issued by Amazon Web Services Training and Certification AWS Solution Architect (2024)AWS Cloud Practitioner (2024)Microsoft AI MVP (2017-2018)SKILLS **Cloud Architecture:**  AWS (EC2, S3, Lambda, ECS, RDS), Azure  **Solution Design:**  Microservices, Event-driven architectures, RESTful APIs  **Infrastructure as Code:**  Terraform, CloudFormation  **CI/CD:**  Jenkins, TeamCity, GitLab CI, GitHub Actions  **Containerisation:**  Docker, ECS, Fargate  **Observability:**  New Relic, Dynatrace, AWS, custom solutions  **Performance Optimisation:**  Web, database, global network, and system-level tuning  **Programming:**  C#/.NET, Node.js, Python  **DevOps practices and tools**  **Agile methodologies** |

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| EXPERIENCE (continued)Technical Trainer (Freelance)Framework Training02/2014 - 01/2020  * Taught various C#, ASP.NET, Azure, and Web Development courses * On-site, group, and individual; beginner, intermediate, and advanced. * Ensured gaps in coursework were filled with bespoke, high quality, content  Technical Author (Freelance)Various09/2016 - 10/2016  * Wrote in-depth articles on specific technical subjects defined by my clients * Completed within tight deadlines to high specification    Build and Environment Automation Specialist (Contract)DrDoctor08/2013 - 11/2013  * Implemented auto-scaling, Azure-based, continuous integration process  Solution Architect (Contract)Asos04/2013 - 01/2014  * Re-architected the “browse” area of the website to integrate with SiteCore * Became SiteCore certified developer to help achieve this * Delivered in-house tech events with experts in the sector, to level-up the team’s knowledge * Helped remove bottlenecks in legacy infrastructure  Software Development ManagerCharles Tyrwhitt08/2011 - 02/2013  * Led and managed multiple technical teams * Managed software development processes  Tech LeadAsos01/2006 - 08/2011  * Guided architectural evolution from VB webforms through C#/VB re-architecture, MVP re-architecture, to MVC * Contributed to transition to microservice architecture * Developed customer website, internal back-office system, services for payment, warehouse management, image management, content management, and more | EDUCATIONComputer Science BScUniversity of Essex11/1996 - 06/1999SPEAKINGOSCON (2015)Amsterdam A half-day "Automating Web Performance" session Velocity Conf (2014)New York I presented the session "The Good, The Bad, and The Ugly of the HTTPArchive", having interviewed many companies to learn their secrets of success. Velocity Conf (2013)London I delivered "Getting the LEAST out of your images" at the biggest global conference for website performance Various meetups (2013-2015)London TECH.Insight, [London Web Performance](https://www.robinosborne.co.uk/tag/london-web-performance-group/), Azure Meetup, [London Bot Framework](https://www.robinosborne.co.uk/tag/ldnbotframework/), [Microsoft TechDays Online](https://www.robinosborne.co.uk/2017/03/01/mvp-led-techdays-online-videos/), [LeadDev](https://leaddev.com/community/robin-osborne) FIND ME ONLINELinkedIn <https://uk.linkedin.com/in/robinosborne> Social <https://hachyderm.io/@rposbo> Personal <https://www.robinosborne.co.uk/> CURRENTLY WORKING TOWARDS  * AWS Developer Associate * Kubernetes Associate (KCNA) |

#### Previous positions available on request (1999-2006)

##### Referees available on request