

SAMUEL HALSALL | Frontend Engineer

London, UK | +44 7386 315846 | samhalsall.dev | GitHub | LinkedIn | samhalsall23@gmail.com

Frontend Engineer who has owned production delivery at scale at Coles Group, Australia's second-largest retailer. From shipping features on a platform with 17M monthly users to leading contractors through an 800-store frontend rollout. Stack: React, Next.js, TypeScript.

WORK EXPERIENCE

Coles Group

Jan 2021 - Present

Frontend Engineer

Jan 2024 - Present

- **Owned end-to-end front-end delivery** of Location Manager, coordinating **2 FE contractors**, and acting as first-level code reviewer prior to rollout across **800+ stores** and **100,000+ employees**.
- Drove front-end incident resolution during rollout to **170 stores**, resolving **25+ defects** across 6 weeks through Datadog analysis through to deployment, reducing incidents from multiple daily to **1–2 per week**.
- Saved **2-3 hours per new service method** by creating Github Copilot prompt files standardising service creation, including GraphQL queries, type-safe schema models, unit tests, and local mock data.
- Selected as one of four designated front-end code reviewers for **15+ contractors** over 6 months, stepping up to **primary reviewer** for a month and maintaining 2–3 PR reviews daily within 24-hour turnaround.
- Mentored **4 graduate engineers** to independently ship production features and extend internal tooling.

Frontend Engineer - Graduate

Jan 2023 - Jan 2024

- Delivered dietary and allergen information features on high-traffic PDPs for a top-50 Australian website (**~17M monthly users**), improving product transparency and customer trust.
- Automated release note generation across **10+ repositories** by extending a TypeScript internal tooling system with Microsoft Azure DevOps and Confluence API integrations, saving an estimated **2–3 hours per release**.
- Managed feature flag rollouts and cleanups using **LaunchDarkly**, enabling safe incremental releases and reducing risk in high-traffic production environments.

Project Manager/Business Analyst – Intern / Graduate

Jan 2021 - Jan 2023

- Increased sprint completion rates from **61% to over 80%** in one quarter by creating well-defined user stories and applying agile best practices.

PROJECTS

Cartelle (Custom eCommerce Platform) - Website | Github | Case Study

Nov 2025 - Feb 2026

- Built a **full-stack ecommerce platform** solo over 3 months using **Next.js** (App Router), **Prisma**, **PostgreSQL**, and **Stripe**, featuring an admin CMS, **Storybook** component library, and webhook-driven order lifecycle.
- Implemented **atomic checkout-time inventory reservation** to prevent overselling, with an automated cron job to release abandoned reservations and a clear Server Actions vs API Routes architecture boundary.

Tai Electrical Services - Website | Github

Jun 2025 - Nov 2025

- Built and deployed a **production website** for a local electrical business featuring live Google reviews and a contact form driving client enquiries.

TECHNICAL SKILLS

- **Languages & Frameworks:** TypeScript, React, Next.js, HTML, CSS, Sass, Tailwind, Bootstrap.
- **State Management:** Redux.
- **API Technologies:** GraphQL, REST.
- **Accessibility:** WCAG-compliant UI development.
- **Tools & Platforms:** Azure, Git, CI/CD, Sentry, Datadog.
- **Testing & Quality:** Jest, Playwright.
- **Certification:** Azure Fundamentals - AZ900.

EDUCATION

Monash University - Bachelor of Information Technology and Bachelor of Business

2018 - 2022