John Luis Miguelez Diaz

Senior Full-stack Product Engineer

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SKILLS

Languages & frameworks
TypeScript · JavaScript · React · Next.js (App Router, RSC) · Node.js · GraphQL · Apollo Server & Client · graphql-codegen · Express · Astro · Gatsby · HTML · CSS / Sass · styled-components · Python

Testing & quality
Jest · React Testing Library · Playwright · Cypress · Storybook · WireMock · SonarQube · Accessibility (WCAG)

Platform & delivery
Nx monorepos · Docker · Helm · ArgoCD · GitHub Actions · CI/CD · Azure App Configuration (feature flags) · New Relic · AWS · Vercel · Netlify

Commerce, content & data
SAP Hybris · SAP OAuth · ContentStack · Contentful · Prismic · WordPress · Stripe · Supabase · SQL · MongoDB

Practices
Architecture · Design systems · Performance · Security & privacy · Release management · Mentoring · Scrum / Agile

Design & AI
Figma · Adobe Suite · UI/UX · Generative art (p5) · LLM APIs · Prompt engineering · AI-assisted development

EDUCATION

Iddeco 2009 – 2011
Technical Degree, Graphic Design & Digital Marketing

CIDEAD 2020
Computing & Network Systems, NVQ level 2

CERTIFICATIONS

Intel Edge AI Nanodegree — Udacity

SUMMARY

I'm a senior software engineer with a passion for **problem-solving, research, and building great user experiences**. My background in **graphic design** gives me a strong edge in **frontend development**, blending aesthetics with functionality.

When I'm not coding, I'm usually **tinkering with AI, setting up Docker containers in my homelab, or getting lost in a book**. Outside of tech, I lead **The Sham Ensemble**, a theatre and improv group focused on acting and comedy.

EXPERIENCE

New Look
Jun 2025 – Present

Software Engineer, Full-stack (front-end focus) · Club / Loyalty squad

Built the New Look Club loyalty programme on the new headless Next.js storefront, owning features end to end across the web app, GraphQL BFF, shared component library and mobile API.

- Built the core Club journeys — registration, login, join flows for new and existing customers, rewards hub, landing page and leave flows — integrated with SAP and the membership service through the website's GraphQL BFF.
- Cleared all 195 open security alerts on the mobile API (195 → 0) across 6 PRs, including Apollo Server 5 and graphql-codegen 7 upgrades and replacing Lerna, verified with an old-vs-new A/B harness.
- Built accessible design-system components (validated form controls, modals, tooltips, banners, navigation) with unit tests, Storybook stories and full keyboard/focus support.
- Shipped behind Azure App Configuration feature flags, sequenced so API and web could deploy independently in either order; release owner for production deployments.
- Hardened security and privacy: SAP OAuth, PII masking in logs, open-redirect protection, consent-gated cookies.
- Found and fixed a production bug where monitoring instrumentation turned malformed GraphQL requests into 500s instead of 400s.
- Raised monorepo quality: caught test config that let libraries pass while running zero tests, enforced module boundaries, unified dependency versions.
- Built join / leave / CTA funnel analytics with channel and store attribution.

TypeScript · React · Next.js App Router · GraphQL · Apollo · Node.js · Nx · Jest · RTL · Storybook · Playwright · Docker · Helm/ArgoCD · GitHub Actions · ContentStack · SAP Hybris

Shell Energy
Jun 2021 – Jun 2024

Lead Engineer (joined as Senior Software Engineer)

Joined as a senior engineer on the broadband, homepage and energy apps and stepped up to Lead Engineer. Part of the team through growth past 2 million customers, beating the company's growth estimates by over 3 years.

- Helped launch 5 new products, including We Care, a customer-support journey used by 44k customers in its first 6 weeks.
- Led front-end automation and set the code guidelines used across projects.
- Championed accessibility: wrote the team's a11y guidelines and brought the website into compliance, working with QA and UX on customer journeys.
- Improved the broadband registration journey using analytics and customer feedback.
- Migrated apps from Flow to TypeScript and moved test suites onto React Testing Library.
- Led re-platforming of legacy apps, tech-debt upgrades and an SVGO pipeline for SVG assets; documented legacy apps and ran their handovers.
- Drove architecture discussions in the engineering guilds and helped plan how to scale the teams in the move to customer-journey teams.
- Mentored developers, ran Scrum ceremonies, and was the contact point for teams in Poland, Germany and the UK.

React · Next.js · TypeScript · Flow · styled-components · Sass · Jest · RTL · Cypress · Docker

University of Birmingham
Nov 2021 – Apr 2022

Teaching Assistant, Web Development

Mentored web development students through React, Node, SQL, MongoDB and CS fundamentals — debugging, code review and group projects.

Full-stack Web Development — freeCodeCamp

Elements of AI — University of Helsinki

Digital Marketing — LinkedIn

LANGUAGES

Spanish native · **English** fluent · **Italian** intermediate

INTERESTS

Yoga · Hiking · Reading · Videogames · Cinema · Comedy · Acting

Low6

Dec 2020 – Jun 2021

Web Developer

Built features for sports-gaming apps, including live match visualisation from Opta data and Uber Eats vouchers delivered on bet placement.

- Contributed to private npm packages and the move of legacy apps to micro-frontends.

Citron Red (freelance)

Jan 2017 – Present

Web Developer

Websites, web apps and design for small businesses and individuals.

- Manual.co and Joinvoy.co (2024–2025, between Shell Energy and New Look): worked on payment systems, account pages and the change-of-details journey.
- Pinturas del Sur landing site (Preact, serverless) and the book-like portfolio for illustrator Yukuri (Gatsby, Prismic, MDX).

London B2B software company (NDA)

Sep 2020 – Oct 2020

Front-end Developer

Took over a TypeScript/GraphQL/React B2B management app after the previous developer left and got it sales-ready.

Civic Tech Hub

Apr 2020 – Jul 2020

Front-end Developer (lead)

Led the front-end MVP of a global civic-tech web app, working directly with the CEO on scope.

Graphic Design Granada

Feb 2015 – Mar 2018

Graphic Designer

Where it started: client graphics, the online store, social media, and the WordPress site — the slide from design into front-end.

PROJECTS

COVID-19: Community Tree

Flutter app (Android/iOS) connecting health professionals worldwide. Taught myself Flutter to deliver on time, recruited and organised an international team, and built the splash screen and a news section that shares custom images to WhatsApp, Facebook and Google Drive.