Dominic Simpson

**SOFTWARE DEVELOPER / DATA ANALYST**

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**PROFILE SUMMARY**

I am an enthusiastic early-career Software Developer and Data Analyst. I enjoy finding elegant solutions to complex problems, and I have a real curiosity and desire to learn when working in software development and data.

I have recently completed a nine-week intensive tech training program at La Fosse Associates, following completion previously of iO-Sphere’s Data Analytics Fellowship. Together with completing a Software Development Bootcamp at Founders & Coders, based in North London, followed by a Software Development internship at Octophin Digital and Skills Bootcamp in Data Analytics at Cambridge Spark, I have the technical experience, motivation, and fascination with software development principles and data alike to succeed in a tech role.

**SKILLS**

* Data analysis and visualisation: PowerBI, SQL, BigQuery, R, Python, Pandas, NumPy, Matplotlib, Seaborn, Bokeh, Chart.js, D3, H3, Mapbox, Maplibre, Excel, Maths and Statistics for Data, dashboard experience
* Version control with Git
* Backend experience in Node.js, NPM, Express, work with APIs
* Front-end: HTML, CSS, website accessibility, JavaScript, TypeScript, React, Bootstrap, Tailwind, EJS
* Full stack: Next.js
* Understanding of machine learning principles, including scikit-learn, Databricks, TensorFlow
* Testing: Cypress Testing, Jest, ViTest, TDD principles
* Experience in A/B testing, customer segmentation, KPI principles, Agile/Scrum workflow
* Prototyping tools: Figma and Miro; schema with Mermaid.js

**PROJECT EXAMPLES**

[**StreetSmart**](https://dominic-simpson.co.uk/portfolio/streetsafe), La Fosse Associates - London, UK **August 2025**

MVP that shows crime data visualised by area in the UK and provides safe route planning, as well as educational and emergency services resources.

[**Prism+ Loyalty Program**](https://dominic-simpson.co.uk/portfolio/iosphere-data-analyst-experience-accelerator), iO-Sphere - London, UK **Dec 2024**

Presentation of solo project focusing on analysis of e-commerce A/B testing scheme from dataset in BigQuery.

[**UN Population Statistics Dataset**](https://dominic-simpson.co.uk/portfolio/un-population-dataset-project), Cambridge Spark - Remote **August 2024**Final solo portfolio project for Cambridge Spark, focusing on data analysis and visualisation of public UN dataset.

[**Global Safety Net**](https://dominic-simpson.co.uk/portfolio/octophin-digital-global-safety-net-others), Octophin Digital - London, UK **Oct 2023 - Jan 2024**

Interactive map app that shows global environmental data, spearheaded by not-for-profit organisation One Earth.

**PROFESSIONAL EXPERIENCE**

**Technology Trainee,** LA FOSSE ASSOCIATES – London, UK **June – Sept 2025**

Nine-week intensive training for a successful career in tech, including focusing on both core software development concepts and specialising in data and machine learning principles, culminating in two large full-stack projects.

**Data Analyst,** IO-SPHERE- London, UK **Oct - Dec 2024**

* Completed a 10-week data analytics training fellowship at a start-up focusing on technical skills such as statistics, SQL, Python, PowerBI, and Excel alongside professional skills like collaboration, communication, storytelling, presenting, influencing, and prioritisation.
* Contributed to the delivery of five projects within a team setting, covering areas such as customer segmentation, performance dashboard development, loyalty program business case formulation, and live brief handling.

**Skills Bootcamp in Data Analytics**, CAMBRIDGE SPARK – Remote **May – August 2024**

* Utilised Python and Pandas for sorting and processing data
* Data visualisation and reporting using Matplotlib, Seaborn, and Bokeh
* Applied mathematical and statistical concepts to enhance data analytics skills
* Effectively communicated key insights derived from data analysis

**Software Development Intern,** OCTOPHIN DIGITAL - London, UK **Oct 2023 - Jan 2024**

Full-time intern at a digital agency specialising in content for wildlife conservation, arts, and charity sectors. Conducted research, developed data, and contributed to web development projects within various codebases. Collaborated on the creation of interactive tools including the Global Safety Net map app.

**Software Development Cohort member,** FOUNDERS & CODERS - London, UK **Sept 2022 – April 2023**

Bootcamp trainee, including completing two large full-stack projects. Also mentored subsequent cohort students.

**Audience Experience Host,** BARBICAN CENTRE - London, UK **Feb 2013 - Present**

Assisting management with customer service and events in areas of the Centre, as well as in the driving of sales performances. I have contributed to the Centre’s ethical policy and audience strategy (as part of their Strategic Framework) and helped shape the future of the Centre via staff workshops and forums.

I have also worked in temporary administrative roles in different departments.

Duties include:

* Regularly attending staff and sales meetings, and assisting with the brainstorming of implementing sales campaigns and branding
* Helping with admin duties in office, and training new staff
* Prioritising of tasks in a fast-paced, high-pressure environment

**Completed work at various companies, including:** **July 2010 - July 2012**

* *The Observer* newspaper (Guardian News & Media) - work experience on news desk
* 7digital.com - a platform for music services where I worked on the company website using HTML
* Likely Ltd. - a digital agency where I assisted with work on behalf of the GREAT Britain campaign

**Editorial Assistant,** WILMINGTON PLC - London, UK **July 2004 - June 2010**

* Helped develop both printed and online directories of charities and finance as part of an editorial team, working with organisations to maximise their online and printed advertising presence
* Researched information on various countries (GDP, population) for in-house publications of global statistics
* Project managed the Online Donations and Goodwill Gallery services, in which members of the public could donate money and goods respectively to charities
* Proofread over 10,000 entries for copy accuracy and SEO metadata
* IT and website administration, including hand-coding HTML

**EDUCATION**

**NO SWEAT JOURNALISM TRAINING**, *NCTJ Diploma in Journalism* - London, UK **Sept 2010 - April 2011**

**UNIVERSITY OF HULL**, *2.1 BA (Hons) Sociology & Social Anthropology* - Humberside, UK

**INTERESTS**

* I continue to learn coding and data online on platforms such as Udemy and freeCodeCamp, and work on tech projects in my spare time
* Volunteered for [**A Hackney Autobiography**](http://www.ahackneyautobiography.org.uk), an Arts Council-funded project that investigated the history of Centerprise, a community centre based in Hackney from the 1970s to the 2000s. Based at [**Bishopsgate Institute Library Archives**](https://www.bishopsgate.org.uk/archives/), the volunteering including scanning, archiving, researching,and mapping, and ultimately resulted in a book, app, and website. I used InDesign and Photoshop to digitalise old books and publications, in order to be seen online, and project managed this digitalisation
* Volunteer Secretary for [**Sustainable Hackney**](https://sustainablehackney.org.uk/), an organisation devoted to sustainable projects in the borough, through which I have helped bring together the Hackney Climate Coalition
* Volunteered as a Team Leader at the Southbank Centre 2011-2022, including building an arts space within the centre called [**Festival Village**](https://festivalvillage.wordpress.com/)
* I have convinced my MP to support a Local Electricity Scheme Bill, currently making its way through Parliament, and devised by the campaign organisation [**Power for People**](https://powerforpeople.org.uk/)