

Harrison Max-Wilson

SENIOR SOFTWARE DEVELOPER

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PROFILE

Senior Software Developer with seven years' professional experience across web and software development, currently leading full-stack work on high-availability e-commerce platforms and bespoke internal systems at Poole Bay Holdings. A solution-driven developer who thrives on problems that call for critical thinking and a careful, detailed approach. Specialises in Laravel, Symfony, Vue.js and Tailwind CSS, with a strong record of modernising legacy systems. A current focus is AI development, both integrating AI into products and using it to improve day-to-day development workflows.

TECHNICAL SKILLS

Back-end	PHP (Laravel, Symfony), MySQL / SQL, RESTful API development
Front-end	Vue.js (Composition API), JavaScript (ES6+), Tailwind CSS, HTML5, CSS3
AI development	AI-assisted development workflows, integration of AI features into web applications and internal tooling
Practices	Full-stack architecture, legacy-system migration, performance optimisation, security, SEO and accessibility, Git / GitHub
Earlier experience	C++, FORTRAN, Visual Basic 6 / .NET, Delphi

EXPERIENCE

Poole Bay Holdings Ltd

Poole, England

A leading UK B2B e-commerce and catalogue business, selling health, safety and facilities products through around 24 brands, with more than 200 staff and in-house manufacturing in Poole.

Senior Software Developer

January 2026 – Present

Software Developer

July 2022 – January 2026

- Maintain and optimise the group's customer-facing e-commerce platforms across its brand portfolio, ensuring high availability and strong performance.
- Deliver features across the full stack, from Laravel and Symfony back ends through to Vue.js and Tailwind CSS front ends.

Key achievements

- Developed an internal CMS platform to replace an outsourced system after the vendor quoted almost £40,000 a year for its enterprise plan, matching it like for like with extra features on top, and wrote migration software to make the transition painless for everyone involved.
- Building an in-house administration system for the group's entire product, category and pricing ecosystem, replacing dated tooling for the e-commerce and marketing teams with snappier, cleaner web technology built around a new in-house API.
- Personally led the build of a new e-commerce engine on that same API, working with the other developers to improve delivery windows and keeping stakeholders updated and involved throughout. Finished and working, it includes a brand new checkout system and improvements to performance, security, SEO and accessibility.
- Early adopter of AI within the business, using it to speed up delivery and add AI-driven improvements to existing systems. The tooling and practices introduced are now used by the entire IT team day to day.
- Promoted to Senior Software Developer in recognition of independently taking business requirements from initial scoping through to finished end-to-end products, regularly adding quality-of-life improvements beyond the brief.

Admit One (Collaborative Software Ltd)

Wareham, England

Provider of a complete, connected cinema and venue management platform, serving independent cinemas through to enterprise chains across the UK and Europe.

Web Developer

February 2021 – July 2022

R&D Software Developer

March 2020 – February 2021

- Developed and maintained the full cinema ticketing and back-office suite for multiple cinema clients, covering point-of-sale, stock management and film display platforms.
- Built the company's COVID-19 response features, including click-and-collect food and beverage ordering and kitchen display screens for chef ticketing, helping cinema clients keep trading through restrictions.

Key achievements

- Pushed early for the move away from ageing languages such as Visual Basic 6, which were taking up excessive development hours building in-house equivalents of features that modern web technologies offer out of the box.
- Moved much of the original Visual Basic 6 codebase into modern web-based equivalents, paving the way for later development changes to POS devices and kiosk systems. The company adopted this way of working more widely and continued with it long after.
- Initiated and architected the foundations of a customer-facing self-service kiosk system, which the company went on to launch.

Drilling Systems

Bournemouth, England

The world's number one provider of drilling and well-control simulators, with more than 1,600 deployed worldwide for clients including Shell, Chevron and Halliburton.

Junior Software Engineer

April 2019 – March 2020

- Developed and maintained drilling-simulation software used to train oil-drilling operatives in a safe, off-site environment, working on everything from the mathematical physics engines through to operator-facing interfaces.
- Debugged issues across every layer of the stack, including simulation physics logic, 3D rendering and texture faults, within large legacy C++ and FORTRAN codebases.
- Delivered client-facing tools that improved the training experience and overall system usability.

Key achievements

- Helped bring a rapidly growing bug and issue backlog under control as part of a newly formed independent maintenance team, reaching the point where new issues in legacy and new code were resolved as quickly as they were found.
- Kept the backlog low enough that the team could take on development work offloaded from the wider software team, despite being new and relatively inexperienced at the time.

Early career (2014 – 2020): customer-facing roles at Mitchells & Butlers, Village Hotels and Tesco alongside full-time study.

EDUCATION

BSc (Hons) Games Programming

Bournemouth University

CertHE Computer Science

University of Hertfordshire

BTEC Level 3 Extended Diploma, Information Technology

Oaklands College

GCSEs including Mathematics and English

Sir Frederic Osborn School

INTERESTS

Outside of work, boxing has been the standout: two charity bouts in Bournemouth, a combined 4,000-strong crowd, and £3,000 raised for Cancer Research UK through donations and ticket sales. Also a lifelong gamer whose hobby led to a games-programming degree.