

Peter Day

Senior Full-stack Developer and Manager

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Personal profile

I'm a Senior full-stack engineer (Laravel 12, PHP 8.x, Vue 3) with 15+ years building high-availability, customer-facing platforms. Ex-CTO at Quuu: rebuilt multiple apps end-to-end, introduced CI/CD and TDD, and eliminated production-impacting incidents while shipping features like Teams, Pods, RSS readers, browser extensions, and AI content tools. Currently leading AI modernisation at A.V. Rillo, including legacy code extraction/transformation, low-level data tooling, and automated QA with headless browsing. Passionate about developer experience, performance, and robust, maintainable systems.

Core skills

Backend: PHP 8.4, Laravel 11, REST APIs, Redis, MySQL, Queues (SQS), TDD

Frontend: Vue 3/2, Tailwind, SCSS/LESS, SPA/PWA, legacy jQuery

DevOps/Cloud: AWS (EC2, RDS, S3, SQS), DigitalOcean, Linux, Nginx/Apache, CI/CD (GitHub Actions, Travis), Next.js, Nuxt.js, Recently picking up React

AI & Automation: OpenAI APIs, classical ML (Naive Bayes), NER, Puppeteer/headless automation

Tooling: Git/GitHub, Bash/Zsh, PSR-12, Electron/Cordova

Management: Agile/Scrum, TDD, CI/CD, DevOps, CloudOps, DevSecOps, Large-scale SaaS, Legacy code extraction/transformation, Low-level data parsing, Performance tuning, Scalability, Security, User experience, UX/UI design, UX/UI prototyping, UX/UI testing, UX/UI documentation

Selected Achievements

- Rebuilt Quuu's core apps from Laravel 5.3 to Laravel 12 + Vue, introducing CI/CD and TDD and driving production stability to effectively zero customer-visible incidents.
- Launched in-house ML classification for content curation (Bayes) and later integrated OpenAI functions/assistants to generate bespoke user content.
- Delivered AI-assisted QA and automated browsing with Puppeteer; built tools to extract/transform legacy ABL-style code and parse proprietary data formats.
- Shipped and operated features used by thousands of users (Teams, Pods, RSS reader, Chrome extensions), while improving performance and maintainability.

Experience

Senior AI Developer - A.V. Rillo R&D Ltd | Apr 2025 - Mar 2026

- Modernised a 1980s-era application stack; built extraction/run/convert tooling for ABL-style code and hex-level data parsing utilities.
- Delivered AI-powered QA workflows and automated browsing with Puppeteer; extended internal CRM workflows to add new functionality.
- Used PHP, Laravel, Puppeteer, custom data tooling

CTO (Apr 2022 - Apr 2025) • Senior Website Developer (Jun 2018 - Apr 2022) - Quuu

- Re-architected core apps and admin from the ground up (Laravel 11 + Vue), introducing PSR-12, CI/CD and TDD; drove customer-reported downtime/issues to zero.
- Shipped Teams, Pods, RSS reading, Chrome extensions, and AI content features.
- Built/produced an ML classification system (Bayes) in 2021; in 2023 integrated OpenAI assistants/functions to generate bespoke content.
- Platform featured by outlets and tools including Huffington Post, Forbes, Buffer, HubSpot, SocialBee and Hootsuite.
- Laravel, Vue, Redis, MySQL, SQS, AWS/DigitalOcean, GitHub Actions

Web Developer - Park Holidays UK | May 2015 - Jun 2018

- Built internal tools (file management, Instagram-powered attractions map).
- Rebuilt the Owners Area social network; contributed to mid-January rebuild of the main site (AWS, S3, Laravel 5, Lambda).
- Laravel 5, AWS (S3/Lambda), JavaScript

Earlier roles

- Web Developer - Libre Marketing / Obvious Group | Nov 2011 - Dec 2015
- Web Developer (Contract) - TME Solutions | Dec 2014 - May 201
- Freelance Web Developer | 2009 - 2011
- Technical Assistant → Network Manager - IT Schools Africa | Mar 2007 - Sep 2009

Selected projects

- Quuu (app.quuu.co) - Full rebuild to Laravel 11 + Vue; Teams/Pods, RSS, extensions, AI features.
- Promote (promote.quuu.co) - Rebuilt with power-user features and advanced stats.
- Rasdio (rasdio.co.uk) - Charity internet radio; annual 24-hr livestream raising tens of thousands.
- The BBQ Society (thebbqsociety.co.uk) - Custom Laravel 11 + Vue build using “Cooker”.
- Mentioned.ai - Custom NER model to match names to contacts across the web.
- MagicBlog.ai - Blog generation to WordPress; built on Laravel 10; later sold.

Open Source & Community

- Built Composer packages installed on 5,000+ Laravel apps worldwide; contributed to first-party Laravel packages (e.g., Laravel Herd).
- Charity: organised/hosted annual fundraising events; maintained the online platform.

Volunteering

- Volunteer Web Developer - Global Footsteps (2010 - 2011): Designed and built the Cheltenham centre’s site.

Testimonials

- “Peter one of the nicest people you will ever meet, and his leading and technical abilities don’t let him down, either. He’s someone you can completely rely on to get the job done, and it won’t just be done, it’ll be a brilliant piece of work and be done incredibly quickly. Peter has the passion to stay up to date with everything in the web development and AI world. Quick to adopt new and more efficient tools, safely and effectively. We’ve worked on some highly interesting projects together, but a highlight has to be when he built a custom plugin for a 80s data-

base system to give us the ability of exporting the data in a readable format. Anywhere would quickly see how invaluable Peter is to have on their side. Cannot recommend more highly!" - Daniel Dewhurst, Senior Developer, AVRillio R&D