

Joseph Griffiths BSc

Senior Engineer & E-commerce Architect

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Professional Summary

Senior engineer and e-commerce architect with over 25 years building and operating the backends and integrations behind high-volume retail. Deep experience in bespoke API design across REST and GraphQL, connecting storefronts to ERP, stock, fulfilment, payment and search systems, on AWS and Linux. Equally at home across the full stack, and increasingly building AI into production workflows and tooling.

Skills

- **Full-stack:** PHP (bespoke OOP, PHP 8.2), JavaScript (full-stack), React, SQL, Liquid, Python (scripting and automation)
- **APIs & integration:** bespoke API design (REST, GraphQL), ERP / stock / fulfilment / EPOS integration, payment gateways (Braintree 3DS2, Amazon Pay, Worldpay, Opayo, PayPal, SagePay), search (Algolia), email and marketing (Klaviyo, Campaign Monitor), Clerk.io
- **Cloud & infra:** AWS, Linux engineering and operations, Docker, Ansible, CI/CD (GitHub Actions), Phinx migrations, Sentry
- **E-commerce:** Shopify (embedded apps, Functions, Flow, Admin GraphQL), bespoke PHP platforms, custom CMS
- **AI:** AI integrations in production (search relevancy, customer-service automation, data processing), AI-in-pipeline automation with tool actions

Work Experience

Senior Web Developer

SOZO, Cheltenham | 2007 - Present

- Build and operate the backends and integrations behind high-volume retail: bespoke APIs, payments, search, email, and links into warehouse and stock systems.
- Designed and built bespoke APIs (REST and GraphQL) connecting front ends to back-end, ERP, and logistics systems.
- Manage critical AWS environments for high-traffic accounts, with Docker and automated CI/CD via GitHub Actions and Ansible; sustained 100% uptime through major releases.
- Integrated AI into production: search relevancy, customer-service automation, and data processing.

Freelance Web Developer

j-interactive (self-employed) | 2003 - 2007

- Delivered freelance projects building database-driven web applications in PHP/MySQL and ASP.

Senior Website Developer

County Business Net Ltd, Cheltenham | 1999 - 2003

- Built database-driven solutions and custom client software (including TCP/IP programming); administered network infrastructure and LAN.

Selected Projects

Just Fabrics - Bespoke platform replatformed onto Shopify

Lead developer · client engagement via SOZO | 2012 - Present

Built and ran a specialist retailer's bespoke PHP e-commerce platform for over a decade, then built the integration and checkout layer for its move to Shopify. At its core an integration problem: connecting a store, an external stock-and-fulfilment system, and multiple third parties into one working whole.

- Built, solo and end-to-end, a Shopify embedded app bridging the store with an external stock-and-fulfilment system: REST APIs, a stock-sync engine reconciling inventory across five warehouse locations, and order fulfilment, on Remix, React, Shopify Admin GraphQL, Prisma/PostgreSQL, on AWS.
- Architected the bespoke PHP platform (service-oriented PSR-4, League Container, Symfony components, Doctrine DBAL) with extensive Algolia search and Braintree 3DS2 payments, and ran a full PHP 8.2 migration live.
- Contributed to the Shopify storefront (React, Web Components) as part of a SOZO team.

TOUT'S Card - Supermarket loyalty programme, EPOS-integrated

Lead developer · client engagement via SOZO | 2015 - Present

- Lead developer on a regional supermarket loyalty programme, deeply integrated with the in-store EPOS loyalty system: card registration, points, voucher redemption, and reconciliation tooling, with a member portal, barcode generation, GDPR implementation, and AWS EC2 hosting. Maintained over eleven years across four major versions.

3D Creation Lab - 3D-printing bureau platform

Lead developer · client engagement via SOZO | 2013 - 2021

- Full e-commerce platform with a step-by-step 3D-model upload and instant-quote flow, accounts, basket, and SagePay / PayPal checkout, on a bespoke CMS. Led architecture, payments, and an eight-year maintenance arc.

Jane Plan - Subscription meal-delivery platform

Client engagement via SOZO | 2013 - 2017

- Subscription meal-delivery platform: plan selection, meal customisation, recurring billing (PayPal, Worldpay), and a two-way integration with a third-party fulfilment warehouse.

Shopify API Schema Tracker - AI-automated change monitoring

Personal project | 2026 - Present

- A scheduled pipeline (GitHub Actions, Python) that introspects Shopify's unstable GraphQL API daily and, on change, runs an AI step to summarise the diff and post it to Slack. The AI call is commit-gated and tool access is scoped.

Education

- **BSc (Hons) Multimedia and Computing** - University of Gloucestershire (1997-2000)
- **HND Multimedia Computing** - University of Gloucestershire