Sonel Ali

Digital Platform Developer / Web Applications & Systems Integration

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Profile

Five years of design and development experience, half of which spent owning **full-lifecycle platform delivery**, third-party integrations, and **independent security incident response**. Sits in the rare overlap of hands-on platform engineering and a genuine visual / UX design background.

Core Expertise

Platform Integration

WordPress / ACF · CRM (Dynamics / SOAP) · Payments · LMS

Security & Compliance

Incident response · Access-control architecture · GDPR

Infrastructure

Git & CI/CD · Docker · Railway · Migrations · Hosting management

Languages

PHP · JavaScript / TypeScript · React.js · SQL · Python

Design & UX

Figma · Adobe Suite · Wireframing · User testing · Brand systems

Education

HND Applied Software Development

CCT College Dublin, 2022–2023

Software Development · Databases · Web Development · Agile Methodologies

Certifications

- **Oracle**, Java SE 8
- **Microsoft**, Software Dev & HTML5 Fundamentals
- **Adobe** – Illustrator, Photoshop, InDesign

Experience

Unthink, Dublin

Apr 2024–Present

Web Developer & Digital Platform Specialist

- Own full-lifecycle delivery across client platforms – discovery, UX, architecture, build, maintenance
- Work within a Git-based development workflow with CI/CD pipelines for review and deployment
- Worked on the build of the **LSAD Graduates platform** (Lovie Award and Webby Award winner); also worked on the **"Housing Unlocked"** campaign site (~25,000 visits)
- Rebuilt **Early Childhood Ireland's** platform (live Oct 2026): new WordPress site, CRM-connected member dashboard, Garda Vetting flow, shop, jobs board and a Learning Hub for ~16,000 learners – launched in place on the live production site
- Regularly detects and remediates **live security incidents** – hacks and attacks – including a GDPR-relevant vulnerability and a live malware compromise
- Migrated ~5,000 groups / ~11,000 individual accounts between two independently-built platforms with zero data collisions
- Designed the access-control architecture for a compliance platform so cross-account data leakage is structurally impossible

All City Records, Dublin

Jun 2021–Apr 2024

Web Developer & Graphic Designer

- Worked on and maintained Shopify / WordPress sites; produced artwork and packaging for commercial music releases; managed staff, rosters, weekly goals and tills

Hen's Teeth, Dublin

2019–2021

Graphic Designer / Print Specialist

- Led and managed print projects
- Worked on branding design for Ketel One Vodka, Roe & Co Distillery, and Hang Dai Restaurant