



## Contact

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## Profiles

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## Memberships



**Profession Member (MBCS)**  
British Computing Society  
June 2020 - Current



**Member**  
Burgen Society  
June 2020 - Current

# Jimmy Campbell

Senior Software Engineer

## Profile

I am a highly motivated Senior Software Engineer with a solid educational background, extensive industry experience, and a passion for cutting-edge research. I hold a Software Engineering BSc degree from Bournemouth University and a master's degree (MRes) in Technology with Distinction from the University of Portsmouth. Currently, I'm completing my PhD in Software Engineering at the University of Portsmouth, focusing on exposure of type system for learning programming.

My industry experience includes roles as a Freelance Web Developer, Application Developer at A2Z Cloud, and my current position as Senior Business Engineer at the same company. I led the successful development of the 5.0 update for ITV's internal "Create" app, which involved a full front-end redesign, showcasing my technical expertise and project management skills. I have a strong research background, with a published paper on user interfaces for machine learning and speaking engagements, including Zoholics London 2023. I was also on the team that achieved special recognition in the Zoho 2022 Catalyst Hackathon.

## Employment



**Senior Business Engineer**  
A2Z Cloud  
January 2023 - Current

- Meeting clients and gathering requirements from them through scoping sessions.
- Writing up requirements into solutions and technical scopes with cost estimates.
- Reviewing and approving work carried out by junior developers.
- Developing solutions through Zoho SaaS products that utilise HTML, CSS and Deluge script.
- Developing integrations using REST and SOAP APIs.
- Developing bespoke widgets.
- Carrying out a tailored UAT process with clients.



**Business Application Developer**  
A2Z Cloud  
March 2021 - December 2022

- Developing solutions through Zoho SaaS products that utilise HTML, CSS and Deluge script.
- Developing integrations using REST and SOAP APIs.
- Carrying out a tailored UAT process with clients.
- Providing ongoing support for built applications.
- Creating training materials, such as how to guide and video demonstrations.
- Developing products such as Chrome extensions to extend the use of Zoho products.

# Experience

## Programming Languages

Python	6 years
C#	2 years
VB	1 year
Java	2 years

## Web Languages

HTML	10 years
CSS	10 years
JavaScript	10 years
PHP	2 years
JSON	5 years
XML	2 years
Deluge	3 years

## Web Frameworks

Vue.js	3 years
Laravel	1 year
Framework 7	2 years
Bootstrap	5 years
Vuetify	2 years

## APIs

RESTful	3 years
SOAP	2 years

## Compilers

Skulpt	3 years
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## Hobbies

	Video Games
	Video Games
	Hackathons

	Video Games
	Nights Out

# Education



PhD Computer Science  
University of Portsmouth  
October 2020 - Current

My doctoral research is within the field of educational computing and is focused on exposure of type systems in block-based environment used in higher education and STEM fields. This involves developing a block-based programming environment aimed at secondary school children in order to improve the rate at which they pick up programming by minimising semantic and syntactical errors. This approach is novel in its application as the solution is based on Python, a text language. We also expose the type system to further ensure an errorless experience.



MRes  
Technology  
University of Portsmouth  
Distinction  
September 2019 - September 2020



BSc (Hons)  
Software Engineering  
Bournemouth University  
Upper Second  
September 2018 - September 2019



FdSc  
Computing  
Bournemouth University  
Distinction  
September 2016 - June 2018

## Articles, Event and Achievements

### Academic Papers

- Campbell, J., & Gassmann, L. (2024, July). **Designing an Automated Machine Learning Approach for Transformer Architecture in Education and Non-STEM Research Settings**. In Science and Information Conference. Cham: Springer International Publishing.
- Campbell, J., & Poole, M. (In Development). **Comparative Analysis of the Pedagogical Impact of Block-Based and Text-Based Programming Environments in Python: A Study on the Influence of Static and Dynamic Type Systems**.
- Campbell, J., & Poole, M. (In Development). **Evaluating the Educational Outcomes of Block-Based and Text-Based Python Programming Environments in a Sixth Form Curriculum**.

### Blog Posts

- Campbell, J. (2022, December). **Coding standards and good documentation: Why are they important?** <https://a2zcloud.com/what-is-the-importance-of-coding-standards/>

### Speaker

- [Speaker at Zoholics London 2023](#). Presenting “**Why, What, When and How (or not) to use more automation in your CRM System**”.
- [Speaker at the University of Portsmouth SoC Showcase 2023](#). Presenting “**block-based environments for learning programming in text-based languages**”.
- [Virtual Speaker at the University of Portsmouth SoC Showcase 2020](#). Presenting “**An algorithm’s ability to determine the variation in difficulty between different degrees at universities within the United Kingdom**”.

### Hackathons

- **2nd place** in the [Catalyst Serverless Hackathon 2022](#) for the development of a Chrome extension. This hackathon involved over 1000 participants.