



# LIAM WALLS

SENIOR ENGINEER - FRONTEND

[www.liamwalls.com](http://www.liamwalls.com)

I am a passionate and experienced Senior Engineer with over 10 years of expertise in creating, developing, and managing digital platforms for some of the biggest names and events in global sports. Currently, I work at Pulselive, where I bring innovative ideas to life, crafting high-quality digital experiences that captivate audiences worldwide.

Outside of work, my main passion is sport —particularly golf and football. I not only follow these sports but actively play both regularly, with a golf handicap of 13. As a lifelong fan and active participant, I bring a unique perspective to the products I build, ensuring they resonate with the end users.

Being a fan first helps me understand user expectations and behaviours, foster emotional connections between the product and its audience, and drives my commitment to building exceptional digital platforms that elevate the fan experience.



## EXPERIENCE

### **NOW Senior Engineer - Frontend - Pulselive**

**2022** As a Senior Engineer at Pulselive, I have led the development and maintenance of high-profile sports websites, including the Premier League, Saudi Pro League, and Tennis TV.

Responsibilities:

- Drive technical decisions to deliver scalable, high-performing, and user-centric solutions.
- Partner with cross-functional teams to create exceptional digital experiences for millions of global sports fans.
- Effectively communicate with internal teams and external clients to ensure alignment and seamless collaboration.
- Mentor junior engineers, champion best practices, and foster innovation in front-end technologies.

Achievements:

- Delivered key Premier League projects, including a site wide rebrand and Fans' Team of the Season
- Successfully led the implementation of the Tennis TV OTT website, collaborating closely with third-party teams responsible for developing the TV and mobile applications to ensure a seamless and cohesive user experience across all platforms.
- Led the implementation of the Saudi Pro League's SSO solution, preferences store, and personalisation features.

### **2022 Frontend Developer - Pulselive**

**2019** As a Frontend Developer at Pulselive, I worked closely with Senior Engineers to support the development of websites. During my time as a Frontend Developer I worked on websites including FC Barcelona, Rugby World Cup, Cricket World Cup and AFL.

Responsibilities:

- Collaborate with senior engineers to develop and maintain high-performance sports websites, ensuring timely and efficient delivery.

Achievements:

- Contributed to the development of websites for major global sporting events, enhancing user experiences for millions of fans worldwide.

### **2019 Junior Frontend Developer - Pulselive**

**2018**

### **2018 Junior Frontend Developer - Redweb**

**2016**

### **2016 Apprentice Frontend Developer - Redweb**

**2015**

Full work history available at LinkedIn

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## SENIOR ENGINEER - FRONTEND

### KEY SKILLS

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- Extensive expertise in web development
  - Proven experience with Agile methodologies
  - Strong understanding of DevOps principles and CI/CD pipelines.
  - Specialised in fan engagement platforms for high-profile sports organisations like the Premier League.
  - Experienced in developing OTT platforms, optimising streaming experiences for global audiences.
  - Strong stakeholder management and communication skills
  - Leadership and mentoring experience, including line management responsibilities
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### EDUCATION

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#### BOURNEMOUTH & POOLE COLLEGE

Level 3 Diploma, Digital Marketing and Social Media, Apprenticeship

- Completed Sept. 2014 to Sept. 2015
- Flagship apprenticeship scheme
- 4 Days in workplace, 1 day at college.

#### HIGHCLIFFE SIXTH FORM, A LEVEL

- Computing
  - Information Technology
  - Physical Education
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### CONTACT

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🏠 Poole, Dorset, UK

Throughout my career, I've had the privilege of contributing to prominent projects for globally recognised names, including the Premier League, Saudi Pro League, Tennis TV and multiple Rugby and Cricket World Cup websites.

In my role, I have developed strong expertise in steering the technical direction of complex projects, encouraging a collaborative learning environment, and tackling challenging technical issues. My focus has always been on creating digital solutions that enhance user engagement and deliver seamless experiences.

Additionally, I have gained valuable experience in line management, building on the skills I developed since starting out as an apprentice. Over the years, I've worked my way up to a Senior Engineer, and throughout this journey, I've gained a deep understanding of how to guide and support teams effectively.

As I look to take the next step in my career, I am eager to transition into a Solutions Architect position. This role excites me as it will allow me to use my extensive technical background, leadership capabilities, and deep passion for sports to design effective, scalable solutions that can shape the future of sports digital platforms. I am enthusiastic about collaborating with key stakeholders to ensure technology strategies align with business goals and continue to advance the digital fan experience.

#### **Passion for Golf, Sports, and Technology**

My enthusiasm for sport, combined with my experience in sports technology, drives my work, especially when it comes to building digital experiences that resonate with fans. I am eager to apply my technical expertise, especially in user-centric design, to help LIV Golf expand its digital presence. With a background that merges sports and technology, I am excited about the opportunity to support LIV Golf's mission, contributing to the development of high-quality, engaging experiences that bring fans closer to the action.