

Moses Sangobiya

TECHNICAL ARCHITECT | SOLUTIONS ARCHITECT

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PROFILE

Technical Architect with experience spanning commerce, cloud platforms, systems integration and digital transformation. Appointed as the technical decision-maker for a multi-brand omnichannel programme across more than 300 UK and French locations, with ownership of architecture across Shopify, Google Cloud middleware, OneStock OMS, identity, fulfilment and third-party channels. Converts business and operational requirements into scalable solutions, directs blended internal and external teams, governs vendors and statements of work, and leads production cutovers. Combines architecture leadership with hands-on software engineering experience across JavaScript, TypeScript, Node.js, React and cloud infrastructure.

ARCHITECTURE AND TECHNOLOGY

Architecture Solution architecture, integration architecture, API design, event and workflow orchestration, data mapping	Commerce and Fulfilment Shopify Plus, Hydrogen, OneStock OMS, Contentful, EPOS Now, DPD, marketplaces, D2C	Cloud and Engineering Google Cloud Platform, AWS, Azure, n8n, Node.js, TypeScript, JavaScript, React, Next.js
Identity and Security Microsoft Entra ID, Auth0, SSO, RBAC, location-level permissions, IAM	Delivery Leadership Technical governance, vendor evaluation, SOW review, acceptance criteria, cutover, rollback, hypercare	Platforms and Tooling BubbleHouse, Nosto, Descope, Vita Mojo, Loqate, Postcodes.io, Docker, Kubernetes, Jira, Figma

PROFESSIONAL EXPERIENCE

Technical Architect | Cake Box and Ambala Apr 2026 - Present

Appointed as technical decision-maker for a multi-brand transformation spanning more than 300 franchise and retail locations in the UK and France. Own the solution architecture across commerce, OMS, cloud middleware, identity, fulfilment and new sales channels, reporting options, risks and cost implications to senior leadership.

- Architected the migration from Magento to Shopify and Hydrogen, with Google Cloud middleware and OneStock as the central order orchestration layer for Cake Box UK, Cake Box France and Ambala.
- Defined how product, customer and order data move from source systems into a tailored OneStock implementation, including channel-specific POS documents, nutritional data and French translations through Shopify Markets.
- Directed a blended delivery group of two internal developers, a programme manager, two data analysts and two QA specialists, alongside approximately ten agency developers, two project managers, QA and business analysis resources.
- Established acceptance criteria with the QA lead and governed integration quality across APIs, middleware and target systems. Supported a dead-letter queue and retry capability designed by the backend engineer to identify, investigate and safely reprocess dropped orders.
- Designed Entra ID SSO, role-based access and store-level permissions for franchise, kiosk and hybrid-store users, supporting more than 300 Cake Box franchise users and over 30 Ambala stores with access to the correct OMS locations.
- Translated warehouse requirements into bespoke Ambala picking, packing, nutritional-label and DPD shipment flows, then led hypercare to optimise the OMS experience for fast fulfilment. The same architectural foundation supported Cake Box's nationwide D2C launch.
- Planned a phased low-traffic cutover across Cake Box UK, France and Ambala. Made the rollback decision when a required OMS production release was unavailable, resolved the dependency and completed launch the following evening.
- Identified that the existing Loqate store-location solution cost approximately £10,000 per month. Directed a Postcodes.io alternative that met the requirement with fewer API calls at a fraction of the cost.
- Set the direction for a reusable Google Cloud integration layer that pulls Shopify product and customer data, sanitises it and serves consumers including Hydrogen and Flutter, reducing future point-to-point integrations and code debt.
- Governed vendor selection, onboarding and SOW delivery across OneStock, BubbleHouse, Nosto, Descope, Swanky and Vita Mojo. Connected BubbleHouse with EPOS Now and enabled a solutions partner to normalise Uber Eats, Deliveroo and Just Eat orders through n8n into the OMS.
- Within the first month after launch, the platform processed more than 50,000 orders across channels with a £55 average order value; franchise support tickets fell 15%, bounce rate fell 5% and SEO authority was maintained.

Lead Full Stack Engineer | Swanky Apr 2025 - Mar 2026

Led complex commerce delivery for clients including HarperCollins, ARNE and MuscleFood across Shopify Plus Liquid and Headless architectures.

- Shaped and pitched technical solutions, translated Figma designs into responsive storefronts, built custom Shopify applications and integrated third-party platforms.
- Directed teams of up to four engineers, ran delivery ceremonies and provided senior leadership with weekly progress, risk and opportunity updates.

Shopify Technical Lead | Starbucks via Inviqa Dec 2024 - Apr 2025

Led solution definition for Starbucks' first dedicated D2C proposition under a three-month beta deadline. Assessed Liquid and headless options, advised on membership API reuse, designed the phased launch approach and converted stakeholder workshops into the accepted technical proposal.

Lead Full Stack Engineer | Lucy and Yak May 2023 - Sep 2024

Strengthened engineering delivery for a global Shopify Plus business generating more than £3.5m in monthly revenue and 1.2m monthly sessions.

- Introduced agile delivery structure, documentation, coding standards, issue management and mentoring, while leading projects and external agency relationships.
- Delivered loyalty and personalisation integrations, migrated checkout scripts to Shopify Pixels and bespoke apps, and expanded Shopify Markets to more than 200 international markets in a three-hour cutover without business disruption.

Senior Technical Officer | Sirkka Networks Nov 2021 - Nov 2022

Led an engineering and data team through the healthcare platform's shift from COVID-focused products to broader health services. Directed microservices, schema design and the Sirkka 3.0 platform; migrated cloud services from AWS to Azure; moved orchestration from Docker Swarm to Kubernetes; and implemented Auth0, encryption and RBAC.

EARLIER EXPERIENCE

Senior Full Stack Engineer | Crabtree and Evelyn Jan 2021 - Oct 2021

Managed eight regional commerce sites across Europe, the Americas and APAC; consolidated regional themes into one configurable codebase; governed incoming code; and delivered a bespoke loyalty API integration using full CRUD operations.

Lead Full Stack Engineer | Appnovation Oct 2020 - Dec 2020

Led a headless commerce delivery team, advised international stakeholders on EU market architecture, produced weekly client demonstrations, supported an Italian fulfilment and payment integration, and migrated more than 900 customer accounts.

Full Stack Engineer | Ralph and Russo Jan 2020 - Sep 2020

Owned structure, customer journeys and SEO across eight international luxury commerce sites; onboarded integration partners including Klarna and Zendesk; and developed a private experience for international VIP customers.

Digital Marketing Consultant | Baird and Co May 2019 - Dec 2019

Led a data-led transformation across marketing and web delivery. Achieved a 5:1 return on a £4,000 monthly media budget, reduced bounce rate from 55% to 38%, increased average daily sales from 4.5 to 6.1, and redesigned compliant checkout and registration journeys.

Lead Front End Engineer | Harvard Sep 2018 - May 2019

Led web developers across website delivery, analytics, SEO and campaign work; defined project parameters with stakeholders; and championed the implementation of data tools across channels.

EDUCATION AND ACCREDITATIONS

Shopify Accreditations | 2024 - 2025

- Liquid Storefronts for Theme Developers; Shopify Development Fundamentals; Headless at Shopify for Business Consultants

AWS Security Workshop | AWS Professional Services | 2021

- AWS Identity and Access Management

Software Engineering Immersive | General Assembly | 2020

BSc Computer Science Internet Business | Kingston University | 2006 - 2010

BTEC National Diploma Software Development | City and Islington College | 2004 - 2006

ADDITIONAL INFORMATION

Former national and international American football player who captained the London Warriors to multiple national championships and attended trials with the Baltimore Ravens. Judge for the Corporate Engagement Awards. Award winner for an AI-focused academic project developed during a London hackathon.