Gareth Jones
Senior Roku Engineer (Remote)

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Summary

Principal Roku Engineer and Senior Software Engineer with over 20 years of experience designing, architecting and delivering high-performance applications across TV, streaming, mobile, desktop and web platforms. Specialising in Roku development and IPTV/OTT technologies, with extensive experience leading engineering efforts for internationally recognised brands including Peacock, Crackle, the BBC and Bell Media.

Combining deep technical expertise with strong architectural and problem-solving skills, I have a proven track record of building production-ready applications and frameworks from the ground up, optimising performance on resource-constrained devices and transforming complex technical requirements into robust, maintainable solutions.

Equally effective working independently as a specialist engineer or leading and mentoring multidisciplinary teams, I bring an engineering-led approach to software development, with a strong emphasis on sound architecture, code quality, performance and long-term maintainability.

Work History

Freelance Principal Roku Developer
September 2021 – Present | Independent Consultant

Providing specialist Roku engineering services to clients developing bespoke OTT streaming applications, working independently and alongside established engineering teams.

- Architect and develop production-ready Roku applications from initial concept through implementation, testing, certification and deployment.
- Build modular, maintainable application architectures using BrightScript, SceneGraph and Roku SDKs, with particular emphasis on performance and memory efficiency.
- Integrate video playback, live streaming, advertising, analytics, DRM and backend services to meet individual project requirements.
- Lead technical planning, architectural decisions, estimation and implementation, collaborating with design, product and backend teams to deliver complete solutions.
- Diagnose complex platform and application issues, optimise performance across Roku devices and establish engineering practices that improve code quality and maintainability.
- Advise clients on Roku platform capabilities, application architecture, monetisation and certification requirements.

Principal Roku Engineer | Orka TV
September 2025 – Present | Remote

- Designed and developed Orka TV's Roku application from scratch, taking sole responsibility for its architecture and implementation.
- Translated Figma designs and API documentation into a complete application, independently managing the technical implementation from initial development through delivery.

Principal Roku Engineer | Kable TV
June 2024 – May 2025 | Remote

- Designed and developed Kable TV's Roku application from scratch, taking sole responsibility for its architecture and implementation.
- Translated Figma designs and API documentation into a complete application, independently managing the technical implementation from initial development through delivery.

Senior Roku Engineer | UIC Digital
October 2021 – June 2024 | Remote

- Led Roku development for Crackle and Chicken Soup for the Soul, delivering key application features and technical improvements for both streaming services.
- Refactored the monolithic Crackle codebase into reusable components, establishing a shared foundation for multiple streaming applications.
- Introduced greater consistency and engineering discipline across the codebase, improving maintainability and supporting ongoing product development.
- Mentored junior engineers, including permanent employees and contractors, while contributing directly to implementation, code reviews and technical problem-solving.
- Led development of a new BBC application intended for international audiences before the project was cancelled following a change in business priorities.

Senior Roku Engineer | Accedo
October 2020 – March 2024 | Remote

- Re-engineered the Roku implementation of *Accedo One*, transforming an existing product with critical issues into a redesigned application and framework.
- Designed and built a reusable Roku framework using established software design patterns, improving performance, maintainability and extensibility.
- Developed the complete application implementation on top of the framework, establishing a new product baseline subsequently adopted for multiple global brands.
- Interviewed prospective engineers and helped establish a permanent team to continue development and maintain the product.

Senior Roku Engineer | Sky
September 2019 – October 2021 | Remote

- Served as lead engineer on Peacock, NBCUniversal's streaming service for Roku devices.
- Designed and implemented core application infrastructure, including networking and caching, alongside major user-facing features.
- Delivered features including Search, Immersive Highlights, Curated Collections, SLE Binge and Trending Now.
- Took responsibility for application performance and responsiveness across a broad range of Roku devices.
- Mentored junior engineers and developed automation scripts to improve codebase optimisation and repository maintenance.

Senior UI Engineer | Massive Interactive
September 2016 – September 2019 | Remote

- Led development of Bell Media's CTV application for Apple tvOS using Swift.
- Led development of CraveTV across browser, mobile, tablet and Samsung TV platforms using Haxe, Objective-C and Java.
- Led development of CTV Go, Discovery Go and TSN Go applications for Samsung TV.
- Contributed to international streaming applications for Sony and Comic-Con HQ, supporting deployments across the USA, Latin America and Eastern Europe.
- Applied established architectural patterns and engineering practices across multiple platforms and projects.

Software Engineer | Cisco Systems
March 2016 – September 2016 | Southampton

- Developed features for the Electronic Programme Guide and middleware serving Sky Deutschland, including HDR and MPEG-DASH functionality.
- Designed and implemented an automated behaviour-driven testing framework for the EPG and its AS2/C API.
- Developed a manual test application to support adaptive bitrate streaming development for HSS and DASH.
- Improved build efficiency by replacing dependencies on heavyweight third-party tools with a bespoke Java application and introduced unit testing to improve code quality.

Senior UI Engineer | Massive Interactive
June 2014 – March 2016 | Remote

- Led an international team of four delivering Lebara's IPTV application across webOS and Tizen televisions, including a custom-built Electronic Programme Guide.
- Contributed to the development of CraveTV across browser, mobile, tablet and television platforms.
- Led development of the CraveTV iOS application, including sole responsibility for Chromecast integration and integration of Bell Media's media player despite limited documentation.
- Made substantial contributions across a 12-person engineering team, helping deliver features and resolve complex integration challenges.

Senior Software Engineer | BBC
November 2011 – June 2014 | Salford

- Led a team of four developing the BBC Events application for Virgin Media TiVo, delivering coverage of Radio 1's Big Weekend, Glastonbury, Reading & Leeds and The Proms.
- Designed and implemented the application's MVC framework, achieving approximately 50% lower memory usage than the framework used for Connected Red Button.
- Led continued development of the BBC Sports application, supporting major events including Wimbledon and Formula 1, following its use during the London 2012 Olympics.
- Independently prototyped a replacement media player that achieved approximately 10 times the performance of its predecessor. The prototype was subsequently approved as a full project and became the media player used across several BBC products and device platforms.
- Diagnosed and documented issues in Virgin Media TiVo's StageCraft implementation and network infrastructure, helping identify problems for resolution by the relevant platform teams.

Software Developer | Oliver Wyman
March 2008 – September 2009 | Wilmslow

- Designed and developed XML-driven e-learning courseware that enabled clients to maintain and update learning content independently, contributing to the company's success in securing major contracts.
- Sole developer of a client-server business simulation used by Specsavers to train employees.
- Delivered e-learning projects for major organisations including AstraZeneca, Betfair, Diageo, Fujitsu Services and Hilton Hotels.

Software Developer | RM Education
January 2007 – March 2008 | Cheadle

- Developed interactive e-learning applications and educational resources for clients including the BBC, BNF and Bowland Trust.

E-learning Developer | Meirion-Dwyfor College
September 2001 – January 2007 | Dolgellau

- Designed and implemented a database-driven, multi-user desktop application supporting communication across a five-campus college.
- Developed extensive interactive learning resources for virtual learning environments and interactive whiteboards, including more than 50 hours of materials for the North Wales tourism sector.
- Managed the creation, maintenance and deployment of 12 specialised computer images across more than 700 computers and served as deputy network manager for one of the college's campuses.

Education

Meirion-Dwyfor College, Gwynedd
1998 – 2001

- A-Level Software Development
- A-Level Maths
- A-Level Physics
- AS-Level Chemistry
- GNVQ Level 3 in IT

Ysgol y Gader Secondary School, Gwynedd
1993 – 1998

- 13 GCSEs

Additional Information

Nationality: British
Ethnicity: White
References: Available on request

Testimonials

Gareth is that rare developer that has a knack for turning complex problems into elegant solutions. What truly sets Gareth apart is his ability to think outside the box; his understanding of product requirements means that he can constructively contribute to them to shape better products. He approaches challenges with a creative mindset, often suggesting innovative ideas that elevate our software to the next level. He consistently delivers high-quality, bug-free code that makes our projects shine. His dedication and commitment have meant that we have always delivered on time.
Beyond his technical talents, Gareth is a pleasure to work with. He is a great team player, always willing to collaborate, share knowledge, and help others – always with great wit and humour.
I have no doubt that Gareth will continue to excel in any role he takes on. Thank you, Gareth, for your outstanding work and dedication!
Nicole Savare*se, Senior Project Manager at UI Centric*

We have worked with Gareth on several projects now and we have found him to be extremely helpful in not only the delivery of the project but also in planning the original concept. His experience and professionalism have proven to be a great asset in the successful delivery of work we have done together and I very much look forward to continuing our already prosperous relationship. Thanks for all your efforts, Gareth.
Chris Jeffries, Director at BFIG LTD

I highly recommend Gareth as an expert developer for Roku projects. I had the pleasure of working closely with him as a project manager on a recent project. He demonstrated exceptional skills in Roku development, consistently delivering efficient and top-performing code, often coming up with solutions thinking out-of-the-box.
He is a quick problem-solver, fully embracing agile development. His strong commitment to teamwork and meeting deadlines were invaluable to our project's success. Additionally, Gareth brought a good sense of humour to the team, making our work environment not only productive but enjoyable.
In summary, he is a standout professional, and I confidently recommend him for any projects. He is a perfect choice for any development team.
Ádám Pásztor, Senior Digital Project Manager at UI Centric

I had the chance to work with Gareth for three years and it was an absolute pleasure.
Gareth's contributions to our app supported on the Roku platform kept the app at top three performers. He took the time to understand the problem/challenge, articulated his technical recommendations, and implemented and delivered flawless features. He was the lead developer at the time and was involved with every grooming, planning, and bug triage sessions.
I highly recommend Gareth Jones because without a doubt, he is a true professional, accountable, and reliable individual.
John Galadzhyan, Director of Program Management at Crackle Plus

I have been working at Massive with Gareth for the past 2.5 years and had him in my team for several app development projects. There he was a lead developer for several targets, such as: Web, Samsung, Android and iOS. For the past year he was also a lead on our apps for TVOS.
For as long as I have known Gareth, he has always been dedicated to his work and owned a responsibility in delivering quality output.
Gareth has shown in his day-to-day work that he is keen on fixing the root cause of the issues rather than merely treating the symptoms, and this has worked very well for long term enhancements both for development and internal processes.
Gareth is also a very passionate developer, and likes to learn new things. For example, on his most recent project – TVOS app delivery for 3 different brands – he was made the lead developer despite at the time not having much experience in Swift, so he learned the language in a short period while developing the apps and as a result, we delivered quality results on the agreed deadline.
Guzelle Yusupova, Project Manager at Massive Interactive

Gareth is the most experienced and expert ActionScript developer in TV Platforms, with an extremely solid understanding of good software engineering principles, application architecture and design patterns.
I have always found that Gareth's easy-going and likeable nature have made him incredibly easy to work alongside and pair with. On each project, Gareth has quickly got up to speed with the code-base and is undoubtedly a domain expert in the field of ActionScript and media playback within the Adobe ecosystem.
Karl Lloyd, Technical Team Leader at BBC

Very professional. Without a doubt a provider that can be 100% trusted to come up with excellent solutions. Will use again.
Andreas Nordenadler, Sales Manager at Radware

In my opinion, the digital resources Gareth has created for game-based learning in maths are the best on the market. I would recommend Learnalot to any maths teacher who wanted to enhance their skills-based curriculum. Gareth is one of few developers who truly understands that students need a context for their learning. Through a series of game-based scenarios that instantly capture the students' imagination and interest, Gareth allows them to consolidate their mathematical knowledge by applying what they've learned to 'real-life' problems.
I love the work that Gareth does; his dedication and energy are infectious and I have no hesitation in recommending Gareth or his amazing work.
Melanie Blount, Development Officer Co-ordinator at NGfL Wales

Gareth is very committed to doing a good job, as a professional developer, and also brings a good sense of humour to work. He is keen to see improvement and is happy to make recommendations when he sees opportunities for us to serve our clients more effectively.
Simon Hayward, Senior Partner at Cirrus

Gareth brings an innovative approach to problem solving, applied with a can-do attitude, whilst being a great team worker. A pleasure to work with.
Stephen Killilea, Production Director at British Energy

Gareth is a very talented problem solver who has always shown a 'can do' approach. Besides his obvious talents in development, he is very approachable and delivers on time and to budget. A great asset to a team.
Rob Lenihan, Director at iflourish

I had the pleasure of working with Gareth on several large Flash projects with high profile clients. I found his professional attitude and ability to find solutions no matter how tricky the situation, a great credit.
Matt McGuire, Team Leader at Barcrest

Gareth is a multi-disciplined developer with a talent for creative thinking and innovative solution development. It is always a pleasure to work with him because of his commitment and dedication to any project he undertakes.
Andy Quick, Director at Andy Quick