

Leanne Alexander

Care worker. Software builder.

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Leyland, Lancashire

In care since 2003, building for the web since 2010, and a family carer at home throughout. Co-Director and Head of Operations at Fiducia Together, building care technology for supported living, SEND and people who use AAC, and still writing the code. The lesson from all of it: software fails when nobody asks the people who use it.

EDUCATION

BSc (Hons) Interactive Digital Media

University of Lancashire (then UCLan)

2009 – 2013 · Course Rep 2010–11

Also studied English Literature, History, Philosophy, Psychology and Human Rights; Beginners Certificate in German.

TOP SKILLS

- Assistive technology
- Accessibility (WCAG)
- Software architecture
- Special education
- Adult social care

TECH

Flutter & Dart, Go, TypeScript, React & Next.js, Vue, PHP & Laravel, WordPress, GraphQL, SQL, Docker, applied AI.

CARE SETTINGS

SEND education, secure mental health, community SEND support for adults, palliative care, residential dementia care.

COURSES

Treehouse, 2020

27 courses, 81 badges: HTML, CSS, JavaScript, AJAX, SQL, PHP, Accessibility for Web Developers, Usability Foundations, Designing Interactions.

LinkedIn Learning, 2020–21

22 certificates, including Agile Foundations and Transitioning from Waterfall to Agile.

EXPERIENCE

Co-Director and Head of Operations

Jul 2026 – now

Fiducia Together · Leyland · remote

Both strands in one job: care technology for supported living, SEND and people who use AAC, built with the people who use it.

- Architecture and hands-on development across Talk, Life, Guardian, Staff, Together and Knowledge.
- Shipped Fiducia Talk, a free AAC app, to the App Store in September 2026. Android in progress.
- NHS integration, in progress.
- Data protection and accessibility standards across every app.
- Monthly public build updates, and direct testing with families, support workers, speech and language therapists and teachers.

Managing Director

Aug 2023 – Jul 2026

We Dev Digital Ltd · Lancashire · remote

Ran a small web studio after JD. Clients included VideoGamer.com, for whom I built an AI-integrated Starfield name generator, and Lancaster University. Hand-built, tested and accessible by default.

Solutions Architect

Jan 2022 – Aug 2023

JD Sports Fashion plc · Greater Manchester · remote

Expansion team. Led new features, fixed bugs and raised code quality, bridging UX and software teams with an accessibility background. Lead architect of the Footpatrol blog system, later rolled out across the company.

Solutions Architect

Dec 2021 – Jan 2022

Halewood Artisanal Spirits · Chorley · on-site

Looked after web across the company's brands, including a bespoke theme for Whitley Neill Gin. Built a custom WordPress theme, plugin and framework, ran a server migration with no data loss, and worked on SEO with marketing. Streamlining saved the company over £250,000 a year.

AWARD

D&AD Yellow Pencil nomination, 2011, as part of a university design team.

NOW BUILDING

Fiducia Talk (free AAC app, App Store 2026), Life, Guardian, Staff, Together and Knowledge.
fiduciatgether.uk

Self-employed Web Designer & Developer

2010 – Dec 2021

Self-employed • Preston and Leyland

Started freelancing at university in 2010 and grew the business through a business incubation unit after graduating, alongside agency care shifts. Traded as Millar Designs (2010), 35ml Media (2013), The Kick Ass Donkey Group (2015, a limited company 2016–2019) and Leyland Web Design and SEO. Clients included UCLan, Preston College, Blackburn College, Ashton Allied Taxis, The ELCM, PANDA and Nordic Walking UK.

- Ran a youth development programme with Blackburn and Preston colleges for student work experience.
- Set up a skills trade: IT skills taught in exchange for sales, marketing and even a haircut.
- Built a programme for retirees to learn technical skills and network with business.

Healthcare Assistant (agency)

2010 – Dec 2021

Carestaff Solutions Limited • North West • indirect contract

Eleven years across SEND education, secure mental health units, community SEND support for adults, and palliative care. Eleven years of seeing which forms, systems and handovers work on a shift, and which don't.

Specialist Dementia Support Worker

May 2007 – Feb 2010

Orchard Care Homes • Haslingden • residential care

Specialist dementia support in a residential home.

Healthcare Assistant

2003 – 2007

Sycamore Rise • Lancashire

Where I started in care.