

Dean Masley

Frontend Developer, Design (2d & 3d) & Biz-Dev

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Professional Summary

Dynamic entrepreneur with a proven track record of cofounding impactful ventures and evolving into a multifaceted professional with expertise in business development, design, and frontend development. Starting with leadership roles in international nonprofits and startups, I honed skills in creating compelling narratives, strategic partnerships, and innovative products. Transitioning to tech, I mastered frontend development over five years, building complex platforms in the financial planning, insurance, and pension sectors. Outside of work, I push creative and technical boundaries through side projects, such as developing a metaverse club (3d design, code, attendance tracking systems, ethereum OAuth, NFT bulk distributions, organizing artists from across the world, 2+ years of shows every month) and boardgame simulators that can be played online with friends. Passionate about leveraging technology and design to turn ambitious (or just fun) ideas into reality.

Design	Frontend Frameworks	Proficient	
Figma	Next.js / React	React-query (tanstack)	Unit testing (jest)
Blender (3d modeling)	Svelte(kit)	Tailwind / Chakra / Vanilla CSS	Browser automation / E2E (puppeteer/cyprus)
Davinci Resolve (Video editing)	Angular	Three.js	OAuth2.0 & API Security
	Decentraland SDK	Eth/Solana Dapps	Websockets

Professional Experience

Hyfen

Amsterdam, Netherlands

Compliant pension & insurance ecosystem infrastructure

Frontend Engineer

2020 – 2024

- Integrated Azure (MSAL) for secure and compliant login authorization. [Authorization]
- Delivered high-quality code with >80% unit test coverage, ensuring reliability through refactoring. [Code Quality]
- Implemented robust API handling, including caching, token management, file uploads, and error handling. [API Handling]
- Developed custom tooling to generate type files, streamlining frontend-backend collaboration. [Typesafety]
- Built reusable style systems for consistent, design-accurate UI across projects. [Style Systems]
- Worked on client- and server-rendered components, resolving hydration errors and enhancing security. [Client/Server]
- Collaborated with cross-functional teams to align business requirements, design, and backend workflows. [Collaboration]

NestEgg

Heerlen, Netherlands

Crowdfund sustainable energy and reduce your energy bill

Co-Founder

2017 – 2019

- Co-founded and launched a platform for sustainable energy crowdfunding, securing investment and partnerships with major Dutch institutions. [Startup Launch]
- Designed intuitive user experiences, enabling rapid prototyping and seamless implementation of core features. [UX Design]
- Led the end-to-end process from ideation to launch, allowing users to crowdfund projects and reduce energy bills. [Product Delivery]

Blockchain Education Network

Global

International nonprofit empowering students to launch blockchain clubs

Executive Director

2015 – 2017

- Expanded the network to over 200 student-led blockchain clubs across North America, Europe, and Asia. [Global Growth]
- Adopted a swarmwise organizational model, empowering local leaders to scale independently. [Decentralized Leadership]
- Delivered high-profile speeches, including TED Talks and international summits, to promote blockchain education. [Advocacy]
- Raised over \$125k in donations to support organizational growth and global events. [Fundraising]
- Managed an 8-member executive team to oversee outreach, events, and administrative operations. [Team Leadership]
- Revitalized branding with a new logo, website, and marketing materials, positioning the organization for growth. [Branding]

Passion Projects

Spells Bar

spells.bar

Play the card game Sorcery TCG online in the browser | 1100 users/mo

Creator

2024 – Present

- Identified a gap for an accessible way to play Sorcery TCG online and created a solution. [Inspiration]
- Implemented multiplayer functionality using websockets, enabling lobby creation and real-time gameplay. [Websockets]
- Designed a complex CSS Grid system to manage and display 36+ card slots dynamically. [CSS Grid]
- Developed smooth drag-and-drop interactions for intuitive card placement in designated zones. [Drag-and-Drop]
- Rapidly improved the platform based on user feedback, addressing pain points to ensure stability. [User-Centric Iteration]
- Built a static site hosted on GitHub Pages, with a lightweight and easily swappable server backend. [Sustainability]

Innkeeper

Decentraland

Metaverse club streaming live artists from around the globe | 400 users/mo

Creator

2021 – Present

- Designed and modeled 3D venues in Blender, updating regularly to keep the experience fresh. [Dynamic Venues]
- Produced weekly 3D cover art and distributed 22+ months of free music NFTs to attendees as rewards. [Creative Rewards]
- Secured land ownership and safely managed deployments using Ethereum CLI tools. [Ethereum Integration]
- Built metaverse functionality, including attendance tracking, VIP zones, dynamic banners, and interactive elements with Decentraland SDK. [Custom Features]
- Curated and grew a roster of 100+ artists, hosting weekly live performances from around the world. [Artist Network]
- Developed a PostgreSQL database to manage attendance, artist records, payments, and event scheduling. [Data Management]
- Led the creation and automation of music NFT distributions, using scripts to streamline bulk blockchain transactions on Polygon. [Music NFTs]
- Secured grant funding to pay artists for six months, providing consistent, paid opportunities for performers. [Grant Recognition]

Unbrewed

unbrewed.xyz

Play the board game Unmatched online in the browser | 350 users/mo

Creator

2020 – Present

- Created an open-source browser-based version of Unmatched during COVID, offering a free alternative to a paid desktop app. [Inspiration]
- Gained permission from the board game's creators to build a noncommercial, open-source simulator. [Partnership]
- Built a GO backend with websockets and a Next.js frontend to enable multiplayer games with persistence. [Real-Time Gameplay]
- Leveraged the Canvas API to create drag-and-drop functionality for real-time token movements. [Interactive Board]
- Improved the platform iteratively based on user feedback, enhancing performance and usability. [User-Centric Iteration]
- Refactored the app for static generation and hosted on GitHub Pages, with an easily deployable backend to ensure future maintainability. [Longevity]

Education

Bachelor Marketing – Minor in German

2012 – 2016

University of Delaware

Delaware, USA

Speaking Engagements and Recognitions

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|---|-------------------------------|---|------|
| • Keynote 2016 (Blockchain) – Keynote Speaker | Burj al Arab Dubai, June 2016 | • Track 1st Place - Dutch Blockchain Hackaton | 2017 |
| • TEDxYouth – Presenter | Sittard, 2017 | • Track 2nd Place - Blockchain'gers Hackathon | 2019 |
| • North American Bitcoin Conference – Presenter | Miami, 2017 | • GitHub Arctic Code Vault Contributor | 2020 |
| • Internet of Agreements (Space) – Presenter | London, 2018 | | |