# 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 (pupeteer/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

- Keynote 2016 (Blockchain) – Keynote Speaker      Burj al Arab Dubai, June 2016
- TEDxYouth – Presenter                                          Sittard, 2017
- North American Bitcoin Conference – Presenter                     Miami, 2017
- Internet of Agreements (Space) – Presenter                      London, 2018

- Track 1st Place - Dutch Blockchain Hackaton          2017
- Track 2nd Place - Blockchain'gers Hackathon         2019
- GitHub Arctic Code Vault Contributor                2020