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	Implemented many times:	
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) login authorzation for secure and compliant logins for pension and insurance infrastructure [Authorization]
- Ensure long term code quality with high unit test coverage to ensure components works, even when being refactored years later. All code delivered has >80% code coverage. [Unit Testing]
- Full range of api handling, with sophisticated caching and token management, multi-part forms (file uploading), loading and error handling. [API Handling]
- Created custom tooling to produce generated type files for frontend, to solve back-and-forth communication with backend and ensuring easy refactoring. [Typesafety]
- Implemented reusable style systems in multiple projects to ensure consistency across teams and accuracy to design specs. [Style Systems]
- Experience in both client and server rendered components, fixing hydration errors, seperating concerns for security in server [Client/Server]
- Coordinated closely with multiple teams, communicating between client business proposals, design, and backend. [Collaboration]

NestEgg Heerlen, Netherlands
Crowdfund sustainable energy and reduce your energy bill

Co-Founder *2017 – December 2019*

- Launched a startup in the Netherlands by securing investment and partnership with the largest pension company in the Netherlands [Launch]
- Created all UX designs for our platform, which were used for rapid idea iterating and implementation [Design]
- Organized the A-Z from idea to customers being able to crowdfund and have their energy bill reduced [Product Management]

Blockchain Education Network Earth
International student-focused nonprofit to launch blockchain clubs on university campuses

Executive Director *2015 – 2017*

- Scaled the organization to +200 student clubs across the US, Canada, Europe, and Asia [Growth]
- Implemented a swarmwise organizational model that empowered local leaders to take initiative and grow larger than I could do alone [Grassroots]
- Traveled to conferences across the world to advocate and pitch our organzation (Ted Talks, conference speeches, summit in Dubai, etc) [Public Speaking]
- Raised $125k+ in donations to fund organization growth [Fundraising]
- Lead an executive team of 8 to handle the global outreach, events throughout the year, and administration [Delegation]
- Updated the organization's branding with new logo, style language, website, and promotional materials before scaling the team [Design]

Passion Projects

Spells Bar   spells.bar
Play the cardgame Sorcery TCG online in the browser | 1100 users/mo

Creator   *2024 – present*

- Similar to Unmatched, I couldn't find an easy way to play the card game Sorcery TCG in the browser [Idea]
- Reused the websocket implementation from Unbrewed to setup lobbies and multiplayer [Websockets]
- Complex implementation of CSS Grid to represent the 36+ slots for cards to be arranged within [CSS Grid]
- Added smooth drag and drop functionality to let users make complex arrangements of the cards in designated zones [Drag and Drop]
- Rapidly iterated the initial product with growing users to address pain points quickly and provide a stable environment [User Feedback]
- Site is statically generated, lives on github pages, and sever is easily hosted (even through ngrok) and swappable via the frontend [Longevity]

Innkeeper   Decentraland
Metaverse club streaming live artists from across the world | 400 users/mo

Creator   *2021 – present*

- Using Blender, created a new 3d model venue every few months to keep the club feeling fresh. [3d Modeling]
- For 22+ months, created a new 3d model every week for as cover art for a music NFT project (given away for free as reward for attending) [3d Modeling]
- Purchased the land, delegated for safe editing without exposing vault, and authorized for deploying from CLI [Ethereum User]
- Learned and implemented the venue with Decentraland's SDK, including custom attendance tracking, dynamic banners, streaming from private server, vip restricted zones, and interactive elements [3d code]
- Grew our artist rooster to over 100+ artists from all over the world, who perform live at our venue and help us maintain weekly events. [Artist Management]
- Created a custom attendance tracking system, integrated to the metaverse venue and visualized on a frontend dashboard for artists to observe their stats during/after a performance [Attendance Tracking]
- Created a relational database to manage attendance, artist rooster, payment tracking, event scheduling [PostgresSQL]
- To reward our attendees, I organized and lead our team to create music NFTs, with completely original music made by our rooster of artists, new one each week for 22+ months distributed each week for free to everyone who attended our events. [Music Collectibles]
- To avoid manually sending out hundreds of NFTs each week, I wrote scripts with various eth nodejs libraries that handled checking an attendance list, remove those who already have a balance from that week, and making the blockchain transactions to send NFTs in bulk within one transaction (on Polygon). Later implemented these CLI tools into a frontend, managed by loging in with eth wallet [Automation]
- Won a grant to pay artists for 6 months of shows, enabling us to provide our volunteer artists with paid gigs for 6 months. [Grant Winner]

Unbrewed   unbrewed.xyz
Play the boardgame Unmatched online in the browser | 350 users/mo

Creator   *2020 – present*

- During covid, wanted to play my favorite boardgame with friends but only way to do so was with a paid desktop-only steam app [Idea]
- Reached out to the company behind the boardgame for clemency to build an opensource, noncommercial sim to enable play via only the browser [Launch]
- Built a websocket implementation (GO backend) on a SSG Nextjs frontend to handle multiple users and multiple lobbies, with 12hrs of persistence from last active action [Websockets]
- Used native DOM canvas api to let users drag tokens around the board in realtime and see each other's movements [Canvas]
- Rapidly iterated the initial product with growing users to address pain points quickly and provide a stable environment [User Feedback]
- Refactored the app to be staticly generated, enabling it to live on github pages for free, and made the backend able to be run by anyone and swapped in the frontend easily. All served through cloudflare. So even if I disappear it's easy to run by anyone. [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