

# MATT LINFORD

TECHNOLOGIST

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a: Los Angeles, California

## EDUCATION

**Digital Media Art, BFA**  
CADRE Lab for New Media  
San Jose State University  
2007 - 2010

**Computer Science, AS**  
Bakersfield College  
2004 - 2007

## AWARDS

**People's Voice Webby**  
Media Streaming - Hulu.com  
2019

**Webby Award Winner**  
Movie & Film - StarWars.com  
2017

**Interactive Media Awards**  
Best for Kids - Disney.com  
2013

**People's Voice Webby**  
Games - Disney.com  
2012

## SKILLS

- Technical Leadership
- Project Management
- Web/Mobile/TV Development
- SDLC Best Practices
- User Experience
- Creative Coding

## PROFILE

Engineering and product leader with 15+ years experience developing web, mobile, and television applications. Full-stack developer passionate about creating great user experiences across all platforms.

## WORK EXPERIENCE

### Head of Product Engineering

Yahoo! | 2024 - Present

Overseeing Product Engineering for Yahoo Search across all platforms. Leading 60+ cross-disciplinary software engineers across 8 product squads covering the entire stack. The Verticals, Experiences & Growth group owns the core Search experience ranging from general search algo results and advertising placement to the new GenAI chat experience and mobile app that is re-imagining the way users search for content.

- Led first global refresh of the core Search experience in over a decade
- Brought to market Yahoo's first LLM product and GenAI chat experience
- Launched new Android app widgets for Search, News, and Weather
- Building out a new mobile app experience for iOS and Android
- Managed cloud infrastructure on Amazon Web Services and Google Cloud

### Head of Digital Product & Engineering

Fisker | 2022 - 2024

Led the Digital Product & Engineering group focused on crafting the best digital experience for the world's most sustainable electric vehicle - the Fisker Ocean SUV. DPE is a cross-functional group comprised of engineering, qa, product, and program management covering all steps of the Fisker journey; from learning about the vehicle, reserving and ordering, customer support, e-commerce, and even controlling the vehicle from your phone. We're also building a strong digital foundation for our next two vehicles, the PEAR and Ronin.

- Native application development across iOS (Swift) and Android (Kotlin)
- Industry-leading 3D vehicle configurator built in Unity and Forma
- Fullstack web development and content management
- Develop product strategy, definition, and delivery of long-term roadmap

### Head of Engineering

STRUUM | 2020 - 2022

Designed and built front-end user experience for STRUUM, a pioneering streaming platform that allows consumers to seamlessly discover and consume content from multiple SVOD providers. Developed new tools which offered client analytics and detailed consumer information to develop new lines of revenue, and tailored algorithms which encouraged services and content discover among light and occasional viewers. Implemented new interfaces which reduced consumer friction points around sign-ups and subscription management.

- Oversee all application development across web/mobile/tv platforms
- Wrote React dashboard for content partners (stats, pricing, revenue, etc)
- Maintain and operate content management CMS and ingest pipeline
- Cloud infra on Microsoft Azure (Kubernetes, DevOps, Media Services)

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## EXPERTISE

- Client-Side Development
- JavaScript | ES6 | TypeScript
- React | Vue | Angular | Ember
- WebGL | WebXR | WASM
- React Native | Swift | Kotlin
- Node | Ruby | PHP
- Cloud Infra | AWS | Azure | GCP
- Video Streaming
- SmartTV | Roku | Tizen | webOS
- C# | Unity

## INTERESTS

- Creative Coding
- Game Design
- Blockchain | web3
- Music Synthesis | MIDI
- AI/ML generative art
- Gaming
- Snowboarding

## SOCIAL

[LinkedIn.com/mattlinford](#)

[GitHub.com/linford](#)

[CodePen.com/linford](#)

## WORK EXPERIENCE CONTINUED

### Director, Software Development

Hulu | 2017 - 2020

Headed Hulu's Web Development in executing the largest rearchitecture and rebuild of hulu.com to date with modern web technologies and frameworks. Oversaw multiple teams aimed at increasing subscriber acquisition and retention, as well as optimizing online browsing and playback. Partnered with mobile and tv divisions to build applications for web-based products.

- Cross-functional leadership for engineers, sdevs, qa, and tpm's
- Replaced Rails monolith with React/Next microfrontends
- Progressive web app featured at Google I/O, ported to Tesla

### Senior Manager, Software Engineering

Disney Interactive | 2012 - 2017

Oversaw creative technology and frontend development for Disney Interactive. Led multiple development teams focusing on Disney's flagship websites and experiences across the Disney, Marvel, and Lucasfilm brands including Disney.com, StarWars.com, Babble.com, and DisneyStore.com.

- HTML5 game development and interactive experiences as a platform
- Partnered with Google on first fictional entries to Knowledge Graph
- Maintained WordPress platform for all editorial blogs

### Lead Software Engineer

Disney Interactive Labs | 2011 - 2012

Core member of a tiger team of developers and designers tasked with innovating and rethinking the Disney brand across all digital mediums. Led the frontend engineering effort on the largest rearchitecture of Disney.com to date and the transition from Flash to HTML5 and open-source frameworks.

- Architecture and design of Backbone single page app backed by Sinatra
- Advocated responsive web design and authored whitepaper
- Created CMS and platform for spinning up new sites quickly

### Interactive Developer

Disney Interactive Media Group | 2007 - 2011

Rapid prototyping, user experience design, and interactive development for Disney.com using a variety of tools and languages. Research and development of emerging web and mobile technologies to leverage in new immersive experiences supporting the Disney franchises and theatrical releases.

- Flash/ActionScript/Flex development of rich internet applications
- X-platform app and game dev with Adobe AIR, Unity, and HTML5/JS
- Animated and interactive Flash ads for both in-house and external use

## REFERENCES

Available on request