Austin, TX

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Michael Marsh

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Senior Mobile Engineer specializing in Flutter, Firebase, and cross-platform mobile app development, with 4+ years of experience building and scaling applications used by millions. At Reflective Technologies, I develop top-tier wellness and AI-powered apps. In my free time, I founded CannaBook, a personal project exploring intelligent medical cannabis assistance.

SKILLS

- Flutter & Dart (Cross-Platform Android, iOS, MacOS & Web), Native iOS & Android Development
- Firebase, Amplitude, Sentry, RevenueCat, RESTful APIs
- AI Integration, Performance Optimization, SQL, Growth Hacking, App Deployment & Distribution
- Figma, Git, CI/CD, State Management (Provider & Bloc), Localizations, Advanced Animations

EXPERIENCE

Flutter Software Engineer — Reflectly — 2021 – Present

- Maintained a robust cross-platform codebase powering 1M+ users across multiple wellness and AI-driven apps.
- Led frontend development for AI and wellness projects, including Ask Atlas, Gust, Oath, Done: Habit Tracker, TimeBloc and other Reflectly mobile apps.
- Spearheaded advanced audio player features for The Mindfulness App, enhancing media streaming and user experience.

Lead Developer & Founder — CannaBook — 2020 – Present

- Launched AI-driven Flutter app for medical cannabis users, achieving 20K+ downloads and 1K+ active users.
- Boosted engagement (+30%) and retention (+20%) with strategic push notifications and Firebase analytics.
- Architected, developed, and deployed the full end-to-end solution for personalized health insights.

Research Assistant — Ruhr-Universität Bochum — 2018 – 2020

- Automated data workflows in MATLAB, cutting manual processing time by 50%.
- Collaborated on academic projects and contributed to reports and publications advancing biomechanics research.

SOFTWARE PROJECTS

The Mindfulness App — 2024 – Present

- Developed advanced audio player with background playback and streaming for guided meditations.
- Engineered Flutter-based architecture, optimizing performance and responsiveness across platforms.

CannaBook: Medical Companion — 2020 – Present

- Developed an intelligent platform for medical cannabis users with journaling, medicated recipes, and analytics.
- Grew the user base to 20K+ downloads, 1K monthly active users, and 200 premium subscribers.
- Constructed the app using Flutter, Firebase, and data-driven insights to enhance functionality and scalability.

Other Projects: github.com/MichaelJMarsh

EDUCATION

Ruhr-Universität Bochum	Master of Science, Biomechanics	2021
California State University of Long Beach	Bachelor of Science, Exercise Science	2018

PUBLICATIONS

Hessel, A. et al. (2019). Triceps surae torque-length relationships relevant for walking activity levels with and without an ankle exoskeleton.