

KENNETH MA

416-669-1428 ken@kenma.ca <http://kenma.ca> <http://github.com/kenmaca>

Work Experience

Lead Developer, Mobile — Borrowell — Toronto, CA

Dec '18 — Present

- Was the first mobile engineer hired at Borrowell, where I built and published our greenfield mobile app from scratch in my first four months – reaching #1 and #2 on the App Store's (iOS) and Play Store's (Android) top charts respectively, Canada-wide, in the first two weeks of open beta.
- Developed our "Effect Architecture" based on redux-observables and rxjs to help developers separate presentation and navigation logic from business logic, significantly reducing future rework and the overall complexity of PR submissions.
- Helped define the interview, onboarding, and regular mentoring process for new mobile developers, reducing the time-to-PR period within the first week of hire.
- Weekly orchestration of mobile releases between our disparate teams across business lines.

Lead Software Engineer, Frontend — Freckle IOT — Toronto, CA

Aug '18 — Dec '18

- Introduced and streamlined our entire deployment process using multiple build configurations and CI, removing our bottleneck with Apple's App Store review process when addressing urgent bug reports. With my changes in place, we were able to implement and release bug fixes on the day they were received as opposed to the end of a sprint.
- Performed numerous major upgrades to infrastructure like React Native and completely refactored critical services like our Analytics and Background Geolocation tracking modules.

Sr. Software Developer, Frontend — Localyyz Inc. — Toronto, CA

Jan '18 — Aug '18

- Completely redesigned both iOS and Android apps in React Native with MobX interfacing a RESTful backend written in Golang and PostgreSQL. Improvements to the UI/UX directly resulted in double digit growth in user activity (measured by median session length and number of sessions per month per user).
- Led the development of our #DOTD feature to influence user behavior, which helped drive double digit growth in both the previously mentioned user activity and also conversion metrics.

Co-founder + CEO — Frrand, Inc. — Toronto, CA

Dec '15 — Dec '15

- Developed a React Native peer-to-peer delivery app deployed on a sharded MongoDB database exposed via a custom REST API in Flask and Python Eve on AWS EC2 instances.
- Through aggressive guerrilla marketing, gained over 2,000 combined users and over 600 Facebook likes on the first day with a CAC of just \$0.35 per user.

Head Teaching Assistant — Dept. of CS, University of Toronto — Scarborough, CA **Sept '13 — Dec '17**

- Managed teams of up to 20 TA's for numerous CS courses and won a Teaching Assistant of the Year award in 2015.

Software Developer — University of Toronto — Toronto, CA

Nov '14 — Dec '17

- Wrote and maintained the entire auto-testing software currently used across all three University of Toronto campuses in most introductory and intermediate CS courses.

Projects

Zetapets — A web-based virtual pet game inspired by Neopets

2004

- Written in PHP and MySQL when I was 15 years old; which ended up with over 200,000 registered users.

Maplehacks — A portal for “hacks/cheats” for the popular game, MapleStory

2005

- Also written in PHP and MySQL, MapleHacks.com was the de-facto place to download hacks and cheats for MapleStory with over 10,000 registered users.

Crowdshot — A crowd-sourced photography contest

2016

- Written in React Native, Firebase, NodeJS, ElasticSearch, AWS EC2, and the Stripe API.
- Super polished UI/UX, from a complete payment system, rewards store, interactive voting, messaging, and more. Fully functional in a month and a half but never launched it.

Tables — Calls restaurants directly via Twilio for Table Availability

2017

- A “driving-friendly” app that reports on table availability of restaurants in your current heading by calling them via Twilio and logging the response via voice recognition. Launched it for a few days before shutting it down when I realised that I'd be spending \$70 per day in Twilio credits.

Ferris Wheel Press — Contracted website design (<http://ferriswheelpress.com>)

2017

- Contracted to design and implement a heavily animated landing page and Shopify theme in basic HTML/CSS and Liquid.

react-native-apple-ads-attribution — Apple Search Ads Attribution API for React Native

2018

- A native bridge to expose the Apple Search Ads Attribution API for React Native iOS, written in Javascript and Objective C.
- Released publicly on NPM as an open-source package under MIT.

- A UI Component for React Native that simulates tear-lines/zig-zag borders that are normally seen on paper receipts.
 - Released publicly on NPM as an open-source package under MIT.
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Qualifications + Education

Hons. B.Sci, Computer Science — University of Toronto

- Entrepreneurship Specialist Stream, in-residence with The Hub.

That's it! Text me if you have questions!

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