Kenneth Ma 👋

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

Work Experience

Software Engineer, Frontend — Freckle IOT — Toronto, CA   **Aug '18 — Present**

- 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 they 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.

Others — Future Shop, Chapters, McDonald's. — Toronto, CA   **Various Dates**

- Within top 5% yearly commissioned sales ranking, floated in top #6-10 salesperson company-wide in monthly rankings at Future Shop. And McDonald's is here because I read it was good to include it.

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.

react-native-tear-lines — A React Native UI component   **2018**

- 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.

Qualifications + Education

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

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

Frontend: React Native, MobX, Redux, ElasticSearch, Android (Java), iOS (Objective C), HTML, Javascript, and of course CSS.

Backend: NodeJS, Firebase, MongoDB, Eve, GEOS, MySQL, PHP, Python, C, Java, and Bash.

Tools: Jest, Github, Bitbucket, AWS EC2, Codepush, XCode, Android Studio, NPM, Babel, Twilio, Shopify, Stripe, Trello, Slack, JIRA, Confluence, and Agile.

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

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