



Matthew J. Martin

Sr. full stack UI/UX engineering with 15 years experience including product & eng. management

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Work Experience

Founder & CEO @ Blossom Labs, Inc.

Oct. 2014 to Apr. 2020

BlossomFinance.com

San Francisco, CA & Jakarta

A digital platform for capital markets fundraising for social impact projects built on the Ethereum

- Designed & built customer friendly financial product aimed at non-technical users
- Overcame performance issues of blockchain-based system using extensive caching layer to enhance user experience response times
- Delivered scalable & modular system using microservices with dependency-injection framework deployable into PaaS environment
- Created white-label UI allowing 3rd parties to “skin” the application, based on Bootstrap & built as Angular (ngx) web app
- Mentored team & led remote team building on Node.js, Ngx, Apostrophe CMS, Mongo, MySQL RabbitMQ, SASS (CSS), Heroku, Linux, Docker

Director of Engineering @ Taro, Inc.

Aug. 2015 to Apr. 2017

(acquired by EAT Club)

Mountain View, CA

Marketplace of diverse, ethnic foods cooked by chef entrepreneurs not found in restaurants

- “Employee #1” responsible for taking proof-of-concept to production stable app and scaling up to thousands of monthly active users
- Designed & built custom driver routing tools including native app that dramatically reduced ops overhead & delivery mishaps
- Delivered against rapid product timeline while still introducing necessary SDLC process & tooling to the team and product lifecycle; ensured fast-pace delivery of new products
- Node.js, React.js, Angular.js, Ionic, Mongo, RabbitMQ, SASS/CSS, Linux, Heroku, Firebase, Cloudinary, Algolia

Sr. Software Engineer, Team Lead @ Monitise Americas, Inc.

Apr. 2013 to Jun. 2014

(acquired by Finovate)

San Rafael, CA

White-label digital banking mobile and tablet solutions for consumer banking industry

- Improved on-device app performance & reduced time to ship new features by migrating to new tech stack using with Cordova/Angular.js, Node.js, Grunt, Bower, LESS
- Supported white-label branding of apps for a variety of device platforms
- Offered high level of client-configurable features by developing pluggable-architecture, including various auth mechanisms unique to each client bank's needs
- Reduced client delivery timelines by introducing web-based, self-documenting configuration validation system based on JSON schema
- Enhanced developer productivity by authoring several in-house npm packages such as Bower plugins & Yeoman generators
- Set up continuous integration for customer-facing apps & UI components
- Extensively mentored team & trained on new tools, technologies, & paradigms

Sr. Frontend Engineer, Product Manager @ Boku, Inc.

Sep. 2010 to Apr. 2013

Boku.com

San Francisco, CA

White-label digital banking mobile and tablet solutions for consumer banking industry

- Delivered UI components with complex, multi-matrix business requirements in high volume, high-uptime required production environment
- Delivered rapid prototypes to secure key contracts such as Disney, MasterCard
- Introduced & promoted test-driven development methodology for front-end stack
- Reduced time to ship new features & improved maintainability by introducing modular component-based approach to front end components
- Trained and mentored other developers on front-end best practices

Web Developer @ Xoom, Inc.

Jan. 2010 to Sep. 2010

Xoom.com

San Francisco, CA

International money remittance helping families in the US send money back home overseas

- Championed company's first ever user research study & pioneered approach to address critical user experience gaps identified by the study
- Advocated & evangelized mobile as a platform at a time when product was desktop-only
- Reduced user friction by utilizing AJAX to replace heavy, full-page reloads

Software Applications Engineer @ Logitech, Inc.

Jul. 2007 to Jan. 2010

Logitech.com

Mountain View, CA

Network music player "squeezebox" streams all the music you love to any room in your home

- Doubled ecommerce conversion via A/B tests of unique avatar site guide
- Improved UX & CSat while supporting business objective of 3rd party 'apps' model with unified content management system (CMS)
- Dramatically reduced order fulfillment times by deploying new ecommerce and removing manual processes through direct logistics integration

Education

Economics @ George Mason University

2013

Certificate of Completion

Software Applications Programming @ ITT Technical Institute

2003 to 2005

Associate of Occupational Specialty (AOS)

Skills Summary

Software Engineering; *expert:* Node.js, REST API, Express, web services, microservices, modular design, PHP

Web Development; *expert:* Javascript, Angular/Ngx, React.js, Bootstrap, HTML5, SASS/LESS/CSS

UX/UI Design; *advanced:* Sketch, wireframing, prototyping, information architecture, user research

PM & Eng. Management; *advanced:* lean startup, agile, kanban, SCRUM, SDLC, project management

Database & Storage; *advanced:* MySQL, Postgres, Mongo, Redis, Elastic Search, GraphQL, Firebase, Algolia

Devops; *advanced:* Docker, Heroku, AWS, RabbitMQ, Linux, Bash, Codeship, Ansible, Haproxy, Nginx, Apache

General Programming; *basic:* Java, Python, Perl

Professional References

Krishna Mehra, Co-Founder & CEO at Taro, Inc.

Matthew is a rockstar with many different talents - when he says he can do engineering, product and UX, he is right on target! We were lucky to have Matthew guide Taro engineering while we took an MVP and built it into a real product. Matthew is great at getting things done, but he is also great at setting up processes, ensure quality and compliance as well as building the team out. As a startup, what we really appreciated was that he made himself available at any time of the day or night to fix issues and resolve any problems and took responsibility of the entire infrastructure. I would hire Matthew again in a heartbeat.

Katie Holden, Product Manager at Boku, Inc.

Matthew is a rarity among front-end developers. He's a unique blend of hard-working, very skilled technically, and also has a sound design sense. He is particularly strong with leading-edge code practice and new UX principles and theory. This makes him an ideal candidate for companies with ambitious plans who iterate quickly on concepts. I think my favorite part about Matthew is his attitude. He is always quick to find ways to make the best design possible, even if it means substantial technical work or learning something new. I have often heard PM's and designers say he is "delightful" to work with. I echo those sentiments. His leadership and talents will be a great addition to any team.

Jimmie Fulton, Principal Software Engineer at Boku, Inc.

Matthew is a talented front-end engineer. While technical, he's also very much customer focused. He's a strong proponent of clean, tested code at all tiers. In these exciting times in front-end engineering, Matthew is always on top of the latest and greatest technologies. You know... the kinds that improve product quality, increase developer productivity, and speed up delivery. On top of all this, Matthew has a positive and optimistic attitude, an entrepreneurial spirit, and is just a great guy to work with.

Frederic Billou, Director of Product at Xoom, Inc.

I hired Matthew while at Xoom and would hire him again in a heartbeat: he is solid technically, is both able to "up level" and communicate clearly with executives and build a solid report with highly back-end engineers to get the details of an implementation finalized. He is also very much eager to share his findings and evangelize the "right way" to get things done across an organization, while keeping in mind project timelines and overall business goals. Last but not least, Matthew has a great sense of humor and is fun to work with. Anyone would be lucky to have Matthew in their organization!

Social Media Profiles

- **Github** <https://github.com/matmar10>
- **LinkedIn** <https://linkedin.com/in/matthewjosephmartin>
- **Twitter** <http://twitter.com/ohbytheway>
- **Instagram** <https://instagram.com/matmar10/>
- **Facebook** <https://www.facebook.com/matmar10>
- **Medium** <https://medium.com/@ohbytheway>
- **AngelList** <https://angel.co/matmar10>