Matthew Francis

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EXPERIENCE

Lightspeed | Software Engineer II　　　　　　　　　　**Jun 2022 – Present** | *Toronto, Canada*

- Launched a core feature for 130,000+ merchants to track their services and control what's occurring in their shops with **React, Typescript, GraphQL.**
- Optimized checkout experience for customers that impacts 35 billion transactions per year by resolving cases of CX pain points and engineering user flows for sales to be finalized from other micro-frontends.
- Refined a personalized discount product to elevate customer conversion for over 100,000+ merchants with the incorporation of in-demand features and a streamlined UX flow.
- Introduced app-wide internationalization using **Transifex** to expand user accessibility in EU and Latam markets.

Meilina Sidarta SH | Software Engineer, Contract　　　**Jan 2022 - May 2022** | *Jakarta, Indonesia*

- Engineered SEO-friendly **Next.js** application that represents a notary serving thousands of businesses like Lenovo and Faber-Castell to boost brand visibility, facilitate booking consultations, and showcase services.
- Supported user accessibility through **i18next** internationalization for English and Indonesian speaking clients, cross-browser compatibility with **BrowserStack**, and following accessibility compliance.
- Integrated analytical alerts to track user behaviour with **Mixpanel** and **UptimeRobot** for uptime monitoring.

Habanero Consulting | Software Engineer Intern　　　**Sep 2021 – Jan 2022** | *Toronto, Canada*

- Enhanced client relationships by developing a holiday-themed application for 70+ enterprises such as Petro Canada, Herschel, GTAA with **React.**
- Increased outreach by over 25% and improved user experience through user-accessibility design with **axe**, boosting SEO ranking to top results with **Checkbot**, and integrating social media sharing feature.
- Achieved 15% increase in engagement rates by accelerating website performance over 2x with lazy loading, image compression, optimizing **Lighthouse** scores, and incorporating dynamic animations with **React-Spring.**

Starty | Co-Founder & Software Engineer　　　　　　**Jul 2021 – Nov 2022** | *Waterloo, Canada*

- Led a team of 4 in startup incubator to engineer and grow a platform for fostering student collaboration with an outreach of over 300+ registered students with **Next.js, PostgreSQL, Node.js.**
- Developed business plan through market research, conducted user interviews with 150+ people, secured seed funding, iterated on MVP to meet stakeholder expectations.

Badal | Software Engineer Intern　　　　　　　　　　**May 2021 – Sep 2021** | *Toronto, Canada*

- Built frontend of application that facilitates sales for stores catering to 200,000+ clients with **React, Redux.**
- Reduced multiple network calls and loading times through client-side caching using **React-Query**.
- Improved backend performance by over 33% through database normalization, database indexing, SQL query optimization with **PostgreSQL, Node.js** and initiated scalability by designing a microservice using **Docker.**

Laurier Computing Society | Software Engineer　　　**Sep 2020 – May 2021** | *Waterloo, Canada*

- Mentored and guided a team of of 5 to develop a CI/CD pipeline and an application to present the university's Computer Science program that has 3,000+ annual applicants with **Github Actions, React.**

Software Engineer, Freelance　　　　　　　　　　　**May 2019 – Jan 2020** | *Waterloo, Canada*

- Developed Shopify storefronts for multiple student startups using **React, JavaScript, HTML, CSS**:
- [SILENT SIMON](#) to market a fashion clothing line, which resulted in the expansion of brand exposure to over 5000+ potential customers and earning the distinction of being showcased at Fashion Art Toronto.
- [EarthSuds](#) to sell eco-friendly cleansing products which helped sales growth by 15% among multiple stores.

EDUCATION

Wilfrid Laurier University (Computer Science GPA: 3.8/4)　　　　　*Waterloo, Canada*
Honours Bachelor of Science, Computer Science　　　　　　　　　　　　*2018 - 2023*

TECHNICAL SKILLS

Frontend: React, Next.js, Angular, React-Spring, React-Query, Redux, Apollo, Typescript, React-Testing-Library, Enzyme, Jest, HTML, SCSS, BEM, CSS, Javascript, Figma, Lighthouse, axe
Backend: Docker, Node.js, Express.js, PostgreSQL, MongoDB, GraphQL, Liquibase, Github Actions, TravisCI
Tools: Git, Lighthouse, Postman, TravisCI, Checkbot, Shopify, Transifex, Mixpanel, BrowserStack, Cypress