

# Matthew Francis

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## EXPERIENCE

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### Lightspeed | Software Engineer

May 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**, **Go**, **PostgreSQL**.
- 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.
- Led team as Feature Lead in orchestrating the development and implementation of client-demanded features that improved feature adoptions.

### 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**.

### Badal (TELUS Subsidiary) | 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**.

### 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.

### Software Engineer, Freelance

May 2019 – May 2021 | Waterloo, Canada

- Engineered top SEO ranking **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.
- Developed Shopify clothing storefront for **SILENT SIMON** using **React**, **JavaScript**, **HTML**, **CSS** broadening brand exposure to over 5000+ people and earning a showcase at Fashion Art Toronto.

## EDUCATION

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**Wilfrid Laurier University (Computer Science GPA: 3.8/4 )**

Waterloo, Canada

*Honours Bachelor of Science, Computer Science*

## TECHNICAL SKILLS

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**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, Go, PostgreSQL, MongoDB, GraphQL, Liquibase, Github Actions, Kafka

**Tools:** Git, Lighthouse, Postman, TravisCI, Checkbot, Shopify, Transifex, Mixpanel, BrowserStack, Cypress, Datadog