

Matt Rybin

Full Stack Developer

Latest Project

I'm a Full Stack Developer from Stockholm, Sweden currently based in Phnom Penh, Cambodia.

I have a year of experience building a logistics system from scratch. In 2016 an event franchise asked me to solve their logistics problems. They had 16 cities on 4 continents that needed a steady supply of marketing material. With two suppliers, one in south America and the second in Asia, the work was quite challenging.

I solved their problem by building a Ruby on Rails Application and a custom Bitcoin Payment Gateway to allow the managers to pay with bitcoins for the marketing material. This was done to simplify and minimise currency complications.

Work Experience

I started selling for the first time when I was eleven. I wrote short stories and sold them on the streets of Stockholm. It was quite profitable because it was so unusual.

My most formal jobs have been selling flowers door to door and working in the Australian outback producing charcoal.

The work I am most proud of before I entered the IT field was recruiting and leading a team of eleven people to organise a gala (lavish social event) for 400 people. Excluding a short delay at the start of the event, those three months of preparations paid off and the whole team executed the whole affair near perfectly.

In 2013 I decided to go into IT. Between 2013 and 2016 I tried to create my own product with some smaller client work in between. After trying for three years and failing I decide to freelance. I meet the founder of Mundo Lingo and shortly after started to work on their logistics system.

Education

I have no formal education except high school. School have always been too slow and boring. Reading ten books on a subject is faster and cheaper than listening to professors for months.

Having been an entrepreneur from an early age and having implemented a daily routine to learn new things, my lack of formal education have never been a problem in my ability to provide value to other people.

Contact

Website

mattrybin.com

Design Portfolio

behance.net/workmattrybin

Email

contact@mattrybin.com

Skills

Adobe Illustrator

Adobe Indesign

Sketch (mac)

HTML & CSS

Javascript ES6

React.js

Ruby on Rails

Test Driven Development

User Experince & UI Design

Languages

English

Full professional proficiency

Swedish

Native or bilingual proficiency

Polish

Elementary proficiency

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Cover Letter 1/2

After our meeting at your office, I feel that this position is quite interesting. I really like the idea of working on your website instead of jumping around different projects.

When I was working on my last project I had some communication problems. I solve those by creating demonstration videos.

This is a demonstration video of the user experience on Mundo Lingo's administration app that you will find interesting:

<https://youtu.be/Hme1jcqN0Tw>

I find myself in Cambodia because I want to build a house. I plan to switch careers in about eight to ten years to become a property developer. And I find Cambodia to be the perfect place to fail fast and cheap.

I will stay in Cambodia for three years. I have little experience in property development so I will study for two and the third year I will build my house to get the necessary experience to be able to switch fields.

So this job fit my plans perfectly. With my entrepreneurial mind and a lifetime of experience in providing value to people's lives, I know that I can provide a lot of value to your organisation.

To demonstrate my design thinking I have included a short landing page analysis of a company that I was in contact with. It didn't workout because I wasn't interested in moving to Sweden but I do find similarities between Web Essentials and Bluebeam.

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Cover Letter 2/2

The way I would provide value to your company is by making it simple for potential customers to understand what value you provide and make it easy for them to take action. To give an example, here is an initial design I made for Bluebeam:

<http://mattrybin.com/preview-bluebeam.pdf>

Compare it to their current website:

<https://www.bluebeam.com/>

This design is far from finished, but I believe it illustrates my design thinking very well.

The mistakes Bluebeam is making

No Clear Benefit - On their landing page, they lack a good tagline to explain why people should use Bluebeam. What benefit do they gain?

I solve this problem by putting it at the top. “By using Bluebeam you will simplify your construction project. And you do this by using our product that offers a paperless workflow”.

No stories - Bluebeam offers a complicated product. Is hard for a potential customer to grasp and even harder to visualise how this product would fit into their existing workflow.

I solve this problem by focusing on case studies for each customer type. When you have a complicated product it's a good idea to use customer stories to explain the solution you are offering.

The way those stories should be structured:

Introduction - The architect introduces himself and talks about his company and their workflow.

Challenge - The firm have grown and the architect explains a challenge that cost a lot of time and money.

Solution - The architect explains how Bluebeam have solved their problem and how wonderful Bluebeam Revu is.

No Clear Product View - The last big problem I see on Bluebeam's landing page is a lack of a good product view. Excluding the first image at the top, that could be pervasive as a generic stock image, you don't find any good images that highlight Bluebeam Revu.

The solution is to clearly showcase the product on the landing page. Also, including links to videos is a great way to make it easy for the potential customer to really understand the product.

I hope this showcases the way I think about marketing design and give a glimpse into my thought process.