

# Matthew Spence

## FULL STACK ENGINEER

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### CTO & TECHNICAL COFOUNDER

#### Trakio Apr 2013 - Current

##### Responsibilities & Achievements

I've spent the last two and a half years working on Trakio, helping companies increase activation and reduce churn by understanding their users better. In that time we have executed a number of pivots searching for a repeatable and scalable business model. Each time creating hypotheses and testing them.

As the lead engineer I have been responsible for building, managing and documenting several production services and client libraries from scratch. I implemented the provisioning of our hardware infrastructure on AWS using Chef, along with service monitoring and redundancy, having had no previous experience of SysAdmin. I recruited and managed all our technical employees and contractors, managing their on boarding, training, and providing direction and mentorship for their personal development. Utilizing online tools to collaborate remotely, often across timezones.

##### Skills & Technologies

Ruby, Rails, Sinatra, Sneakers, OAuth, MongoDB, WebSockets, RabbitMQ, Redundancy, HAProxy, Nginx, Monit, Capistrano, Chef, AWS, GIT, TDD/BDD, JavaScript, CoffeeScript, D3, Load Testing, Highcharts, jQuery, Less/CSS, Photoshop, Application Design, User Experience, Product Design, Infrastructure Design, Technical Support, Code Review, Trello, Slack, Pair Programming



### Example Code

Some of my open source work:

#### Trakio Ruby Client

A Ruby Gem for Trakio's API.

[github.com/msaspence/trakio-ruby](https://github.com/msaspence/trakio-ruby)

#### Trakio JavaScript Client

A JavaScript client for Trakio's API.

[github.com/msaspence/trak.io.js](https://github.com/msaspence/trak.io.js)

#### Flickr Feed

A Demonstration of a React App, consuming Flickr's API

[github.com/msaspence/flickrfeed](https://github.com/msaspence/flickrfeed)

[flickrfeed.msaspence.com](http://flickrfeed.msaspence.com)

#### ActivatedUI Gem

A Ruby Gem for managing the state of HTML based interfaces.

[github.com/msaspence/activated\\_ui](https://github.com/msaspence/activated_ui)

#### This Website

Aside from the content and some snazzy responsive design, there are some jekyll plugins to allow for HAML, Less and live reload.

[github.com/msaspence/msaspence.com](https://github.com/msaspence/msaspence.com)



### CTO & TECHNICAL COFOUNDER

#### Virally Jun 2012 - Apr 2013

##### Responsibilities & Achievements

I conceived and delivered a working prototype as a proof of concept inside of two weeks. I led and managed the team that then fleshed this concept into an off the shelf solution to generate and manage leads from long form content marketing. The product we built enabled customers to achieve conversion rate increases of 122-200%, and secured us a 6 month up front contract with GFK. Both myself and my cofounder sold our stakes to pursue other ideas.

##### Skills & Technologies

Ruby, Rails, JavaScript, jQuery, Less/CSS, PostgreSQL, Heroku, CDN, GIT, Social Auth, TDD/BDD, Product Design, Lean Startup, Trello



### SENIOR CONSULTANT & LEAD DEVELOPER

#### Fruitbowl Media Mar 2012 - Aug 2012

##### Responsibilities & Achievements

I increased the size and breadth of the company's portfolio by adding more advanced web application work. I built a team capable of delivering this more complex work by recruiting an additional designer and developer, and facilitating the training existing staff.

##### Skills & Technologies

PHP, Wordpress, HAML/HTML, JavaScript, jQuery, CSS/Less, Photoshop, MySQL, PostgreSQL, TDD/BDD, GIT, Account Management, Project Management, Trello

Ruby, Rails, Sinatra

Product Design, Project Management, UX

JavaScript, CoffeeScript, Less, CSS

MongoDB, PostgreSQL, RabbitMQ

Photoshop, Design

Chef, Capistrano, DevOps, HAProxy

NodeJS, C#, Go

## WEB DEVELOPER

### University of Kent - Web Development Team

Nov 2007 - Mar 2012



#### Responsibilities & Achievements

I built and maintained several key systems including the University's password reset system, on boarding for new students and online maps. I successfully managed the implementation and launch of the University's student fee gateway by a 3rd party vendor, a service that processes tens of millions of pounds in tuition each year. I oversaw the transition of the main marketing site's web framework, a key component of the University's web presence, to this team. I led the adoption of agile processes, working to refine a scrum based process that allowed us to be an agile team within a slow and bureaucratic department. I implemented and consulted on several user experience improvements across various teams and services which contributed to a raise in our student satisfaction rating, the key performance metric for our department.

#### Skills & Technologies

Apache, PHP, Symfony, Drupal, MySQL, HTML, XML, XSLT, CSS, JavaScript, jQuery, Photoshop, Wireframing, Application Design, User Experience, User Testing, Load Testing, TDD/BDD, Agile, Scrum, Sharepoint, Project Management

## WEB DEVELOPER/DESIGNER

### University of Kent - Departmental Web Support Team

Nov 2005 - Nov 2007



#### Responsibilities & Achievements

I was key in translating an established print based design and branding to the web for use across a range of departments. I implemented that design into a flexible PHP/CSS based template that was successfully rolled out across dozens of departments and publishers managing content on www.kent.ac.uk, a site that receives tens of thousands of visits a month. I successfully project managed the adoption of site template upgrades for several large departments, and account managed several others. I was promoted twice during my two years in this team.

#### Skills & Technologies

Photoshop, Dreamweaver, Apache, PHP, MySQL, HTML, CSS, SVN, Application Design, Wireframing, Customer Support, Account Management, Project Management, Training

## UNIVERSITY OF KENT

### Multimedia Design & Tech BSc Sept 2004 - July 2007



## ROYAL HOSPITAL SCHOOL

### GCSEs & A Levels (UK High School) Sept 1997 - July 2004

**A Levels:** Business, Physics, Maths, Politics    **GCSEs:** English Literature, English Language, Maths, Double Science, Geography, History, Maths, French

## Other Interests

I understand the importance of a balanced lifestyle, and have many interests beyond software development, here are a few:

### Learning Spanish

My girl friend is Mexican American and as part of an effort to learn about her heritage and culture I am learning Spanish. After sixth months I now have some basic conversational abilities. Apparently I need to be fluent before we have children!

### Powerlifting

I turned my fitness around about three years ago, and in the last year have been focusing mostly on powerlifting. I have a goal of achieving a combined total of 1000lbs which I'm very close to.

### Lacrosse

I'm a casual lacrosse player to say the least, but for what I need: some where to blow off some steam and relax, it is perfect.

### Snow sports

I'm a proficient skier and a distinctly average boarder, I try to get a week on the snow in at least once a year.