

# MATTHEW CRENSHAW

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**PROFILE** | Full stack mobile engineer with nine years experience developing successful iOS applications with worldwide adoption on the App Store. Fifteen years combined experience developing backend web services and frontend interfaces, and seven years experience developing efficient relational databases.

**LANGUAGES & SOFTWARE** | Objective-C, PHP, Python, SQL, Swift  
Nginx, Redis, Django, Django REST Framework, Slim Framework, SVN/GIT/HG

**EXPERIENCE** | **SENIOR MOBILE DEVELOPER PADDLE8, INC – NEW YORK, NY**  
JAN 2014 – CURRENT  
Inherited maintenance of existing iPad and iPhone applications from third party developer. Rewrote iPhone app from scratch targeting iOS8 to provide an experience more in-line with the established online Paddle8 brand. Worked as the sole mobile developer within a team of full stack and frontend developers. Dual roles as mobile and backend developer.

Technologies: Objective-C (UIKit, Core Data, Core Text, GCD, Auto Layout), Swift (minor), Python (Django, Django REST framework), PHP (Slim framework)

**LEAD IOS DEVELOPER KLEVERBEAST, INC – NEW YORK, NY**  
JUL 2013 – NOV 2013

Took ownership of the company's framework which converted XML into a working iOS application, updateable live and over-the-air.

Technologies: Objective-C (UIKit, Core Data, Core Text, GCD)

**SENIOR IOS DEVELOPER KLEVERBEAST, INC – NEW YORK, NY**  
FEB 2013 – JUL 2013

Responsible for new feature implementation into a runtime framework that converts XML into a working iOS application, updateable live and over-the-air.

Technologies: Objective-C (UIKit, Core Data, Core Text, GCD)

**LEAD SOFTWARE ENGINEER BATOUL APPS, LLC – APEX, NC & NEW YORK, NY**  
NOV 2007 – FEB 2013

Cofounder and part of a solid two-person team developing iOS and Mac OSX applications, both self-published and client work. Twelve self-published applications with thousands of users worldwide. Published client work with hundreds of thousands of users worldwide. Worked remotely from NYC for the past two years.

Technologies: Objective-C (UIKit, AppKit, Core Data, Core Text, GCD), PHP (Slim framework), MySQL, memcached, Redis, nginx

**ASSOCIATE IT ANALYST PROGRESS ENERGY SERVICE CO, LLC – RALEIGH, NC**  
JAN 2008 – NOV 2010

Lead company-wide implementation of Primavera Project Management. Created and maintained several interfaces between Primavera and other project management and time entry software packages using Oracle PL/SQL, Java, and C#. Created and maintained web-based training courses using C# and Flash.

Technologies: Oracle 10g, C#, Primavera P6, Java

**LEAD SOFTWARE ENGINEER TWO RONIN – WINSTON-SALEM, NC**

JAN 2007 – DEC 2007

Developed and deployed custom websites with unique functionality using Wordpress and Zend Framework. Developed custom CMS package using Zend Framework. Enhanced user experience using jQuery and AJAX.

Technologies: PHP, MySQL, HTML/CSS, Zend Framework, jQuery, Wordpress

**DEVELOPER INTERN NOVELPROJECTS – RALEIGH, NC**

NOV 2005 – MAY 2006

Developed and deployed websites using C# .NET and MSSQL Server. Implemented both frontend and backend interfaces. Sliced designer PSDs into usable assets.

Technologies: C# .NET, MSSQL, HTML/CSS, Photoshop, Fireworks

**LEAD SOFTWARE ENGINEER CAFFEINATED SOLUTIONS – WINSTON-SALEM, NC**

JUN 2002 – JULY 2005

Engineered and maintained a custom shopping cart system for local business with hundreds of customers using PHP and MySQL.

Technologies: PHP, MySQL, HTML/CSS

**EDUCATION | NORTH CAROLINA STATE UNIVERSITY, RALEIGH, NC**

BACHELOR OF SCIENCE IN COMPUTER SCIENCE, 2007

Recipient of the Donald L. Bitzer Creativity Award

**MAJOR PROJECTS | PADDLE8**

IPHONE APPLICATION

A redesign of the Paddle8 app led a rewrite of the application from scratch. This was an individual project as the sole iOS developer. The app was written in Objective-C, and interacts with two separate APIs to pull down relevant auction data and handle bids from clients.

**QURAN READER HD**

IPAD APPLICATION

Quran Reader HD was developed shortly after the iPad was launched, redesigning the existing iPhone application to take advantage of the iPad form-factor. It became Batoul Apps' most successful self-published application, and a trend-setter in the Quran app market. It was developed in a team of two in Objective-C.

**SAUDI MATCHES**

IPHONE APPLICATION

Saudi Matches was developed for a client to provide full coverage of the Saudi Football League, King Cup, and Crown Cup. It was a challenge as it provides both LTR (English) and RTL (Arabic) support throughout the app, before iOS officially supported this. We developed the clustered backend using PHP MySQL, Redis, and nginx with a robust administration interface. Saudi Matches sends over 2 million notifications on game days and boasts over 350,000 active users. The application was developed in a team of two, while the backend was an individual project.

**REFERENCES** | **JOE BERNARDI**, FULL STACK ENGINEER  
OKCUPID

joeb@okcupid.com

**AMEIR AL-ZOUBI**, LEAD SOFTWARE ENGINEER, PRESIDENT  
BATOUL APPS, LLC

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