

Dan Matthew ♦

SENIOR SOFTWARE ENGINEER

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♦ SUMMARY

Senior software engineer who builds the tools that let other people ship, from internal developer platforms and self-service tooling to a shelf of my own launched products. Fifteen-plus years across front-end architecture, analytics interfaces, and full-stack product work, most recently in TypeScript, React, Node.js, and Cloudflare. I work openly and with heavy AI collaboration, and I own the design, the code, and the outcome.

♦ EXPERIENCE

Iterable

Senior Software Engineer · 2022 to Present

- Led front-end architecture for internationalized product experiences, establishing reusable translation patterns and hooks, plus the adoption guidance teams use to ship localized UI consistently.
- Built experimentation and analytics interfaces spanning REST and GraphQL data flows, turning raw results into clear, decision-ready views.
- Delivered cross-channel campaign reporting, engagement analysis, and exportable reports across a broad reporting surface, including the underlying analytics infrastructure and data-flow work.
- Designed a typed provider and hook abstraction for external data destinations, giving teams one reusable integration layer instead of one-off wiring.
- Added observability and performance instrumentation for AI-assisted analytics: tracing and metrics, request-context propagation, and privacy-aware, cost-aware telemetry.

Dealer.com (Cox Automotive)

UI Engineer, then Senior UI Engineer · 2015 to 2022

- Built and maintained a fleet of single-page internal developer tools, hand-written in the pre-AI era, that engineering teams relied on daily.
- Owned the front-end templates and project generator for an internal single-page-app platform, the direct ancestor of my open-source scaffolding tool, packkit.
- Created config-as-data self-service tools, including a versioned-configuration browser that became one of the most widely used internal tools, and a merge-based bulk editor for safe, large-scale changes.
- Shipped supporting tooling across the developer workflow: reporting dashboards, a documentation-gathering service, a request-intake tool, and an asset manager.

Cognizant Technology Solutions

Programmer Analyst · 2011 to 2013 · India

- Designed and developed PHP web applications for enterprise clients, from front-end markup through server-side logic.
- Built custom Joomla themes and templates for corporate sites, delivering consistent branding and maintainable content structures.

Falconine Technologies

Web Programmer, then Senior Web Developer · 2008 to 2013 · India

- Delivered client-side and server-side web development, including WordPress plugins and themes and a custom content-management system in Ruby on Rails.
- Built cross-browser, cross-platform front-ends in HTML, CSS, and JavaScript for client deployments.
- Served as Agile technical lead, coordinating sprint planning and code quality across a small development team.

♦ SKILLS

- **Languages:** TypeScript, JavaScript, Node.js, PHP, Python (Java in earlier roles)
- **Front-end:** React, i18n, analytics and data-visualization interfaces, design-system and component architecture
- **APIs and data:** REST, GraphQL, typed data-integration layers
- **Platform and infrastructure:** Cloudflare (Workers, D1, R2), AWS, Docker
- **Quality and delivery:** automated testing, CI/CD, observability (tracing and metrics)
- **AI-assisted development:** MCP servers and tooling, agent-operable systems

◆ SELECTED PROJECTS

I build full applications with heavy AI collaboration, and I own every result end to end. All of the following are public and live.

- **Nimbus CMS.** A lightweight PHP content-management system designed so an AI agent can operate it directly. (nimbuscms.dev)
- **packkit.** Provider-neutral project scaffolding, delivered as a CLI, an MCP server, and a web UI. (packkit.danmat.dev)
- **Retroix.** A from-scratch vanilla-JavaScript arcade engine powering seven playable games with shared leaderboards.
- **Numistoria.** An online ancient-coin museum that presents roughly 300 coins as a single connected story. (numistoria.danmat.dev)
- **@danmat/query-fetch.** An HTTP QUERY (RFC 10008) toolkit published on npm, the first in a suite of @danmat libraries.

Full portfolio at danmat.dev.

◆ EDUCATION

M.S., Computer Science (Software Engineering)

The University of Texas at Dallas · 2013 to 2015

B.E., Electronics and Communication Engineering

Anna University · 2008 to 2011

◆ CERTIFICATIONS

- Professional Scrum Master (Scrum.org)
- Programming in HTML5 with JavaScript and CSS3 (Microsoft)

◆ AWARDS

- Cox Automotive Discretionary Award (2019)
- Best Overall Advanced Software Engineering Project Award (2015)
- Cognizant Employee of the Month (2012)