

# KENNETH MA

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## Experience

**Sr. Engineering Manager, Platform** — Borrowell — Toronto, CA

Aug '22 — Present

Reporting into the VP of Engineering, I lead **3 separate teams with 11 reports and 1 manager**. In a phase of fast company growth, my mandate was to **establish the new Platform organizational group**.

I am primarily responsible for identifying critical operational initiatives and improvements to internal processes and tooling to ensure that our Product Delivery teams remain focused and productive.

- Phased **migration from Angular to React**, unifying our Frontend stack on both Web and Native Mobile
- **Functional partitioning of our monolith database** to significantly reduce Azure spend by 50% and avoid running out of space as the business grows
- **Identity Server 4 EOL** and the initial transition to Auth0 by Okta
- **Localization** of the Mobile App to prepare for a launch in Quebec
- Transition away from **App Center code-push to Expo EAS** to help move towards Continuous Delivery and faster time to merge mobile PR's
- Implementation of **anti-fraud measures** in our Member Acquisition funnel
- Numerous planned library and framework upgrades

**Engineering Manager, Mobile and Growth** — Borrowell — Toronto, CA

Jul '20 — Aug '22

Reporting into the Director of Engineering, I led **2 teams with a total of 9 direct reports**.

I built and conducted numerous performance management (competency reviews, coaching, and PIP's) as well as career development activities. These efforts resulted in the successful **promotion of 4 Sr. Developers and 2 Technical Leads**.

- Responsible for the feature development of our Mobile app at scale that's distributed on both **iOS and Android with over 2 million members** and an average rating of 4.8
- My other responsibilities include **leading overall new product development** as part of the company level OKRs as well as Growth and Experimentation initiatives supporting our Marketing teams
  - ┌ [Launched a subscription based tool to help Canadians improve their credit scores by reporting their rent payments](#), partnering with Equifax - an industry first in Canada

- Driver for introducing and revamping several **organization level processes**:
  - ┆ Quarterly OKR planning and executive-level updates
  - ┆ Hiring process and headcount management
  - ┆ Production Incidents Playbook
  - ┆ Delivery Team Architecture (now adopted by all of our teams)
- Responsible for organization level **engineering culture**, where I sponsor and facilitate numerous initiatives like:
  - ┆ Regular programming ("Engineering Friday's" and Skill-based Guilds)
  - ┆ Events (Hackathons and Socials)
  - ┆ Engineering demos
- I built and grew each of my teams with a **0.58% "average monthly regretted attrition rate"** where both the company goal and industry average was <4%

### Lead Developer, Mobile — Borrowell — Toronto, CA

Dec '18 — Jul '20

I was the first mobile engineer hired at Borrowell directly by our previous VP of Engineering, where I built and published our greenfield mobile app in **React Native** within my first four months — **reaching #1 and #2 on the App Store's** (iOS) and Play Store's (Android) top charts respectively, Canada-wide, in the first two weeks of open beta.

- Developed our "Effect Architecture" based on **redux-observables** and **rxjs** to help developers separate presentation and navigation logic from business logic, significantly reducing future rework and the overall complexity of PR submissions
- Helped define the interview, onboarding, and regular mentoring process for new mobile developers, reducing the time-to-PR period within the first week of hire

### Lead Software Engineer, Frontend — Freckle IOT — Toronto, CA

Aug '18 — Dec '18

I managed an internal team of **3 developers and a QA analyst** as well orchestrated releases and concurrent development with several external contractors (both engineering and design).

- Introduced and streamlined our entire deployment process using multiple build configurations and CI (**Microsoft App Center, Azure DevOps, Fastlane, and Code Push**), removing our bottleneck with Apple's App Store review process when addressing urgent bug reports. With my changes in place, we were able to implement and release bug fixes on the day they were received as opposed to the end of a sprint
- Performed numerous major upgrades to infrastructure like **React Native** and completely refactored critical services like our **Analytics** and **Background Geolocation** tracking modules

### Sr. Software Developer, Frontend — Localyz Inc. — Toronto, CA

Jan '18 — Aug '18

- Completely redesigned both iOS and Android apps in **React Native** with **MobX** interfacing a RESTful backend written in Golang and PostgreSQL. Improvements to the UI/UX directly resulted in double digit growth in user activity (measured by median session length and number of sessions per month per user)

- Gained familiarity with both **PCI and SOC2 compliance** when integrating our payment gateway to facilitate in-app payments and vendor/client agreements
- Led the product, design, and engineering development of our #DOTD feature to influence user behavior, which helped drive double digit growth in both the previously mentioned user activity and also conversion metrics

**Co-founder + CEO** — Frrand, Inc. — Toronto, CA

**Dec '15 — Dec '17**

- Developed a **React Native** peer-to-peer delivery app deployed on a sharded **MongoDB** database exposed via a REST API in **Flask** and **Python Eve** on **AWS EC2** instances
- Through aggressive guerrilla marketing, we acquired over 2,000 combined users and over 600 Facebook likes on the first day with a CAC of just \$0.35 per user

**Head Teaching Assistant** — Dept. of CS, University of Toronto — Scarborough, CA

**Sept '13 — Dec '17**

- Managed teams of up to 20 TA's for numerous CS courses and won a **Teaching Assistant of the Year award** in 2015

**Software Developer** — University of Toronto — Toronto, CA

**Nov '14 — Nov '17**

- Wrote and maintained the entire auto-testing software currently used across all three University of Toronto campuses in most introductory and intermediate CS courses

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## Personal Projects

**Zetapets** — A web-based virtual pet game inspired by Neopets

**2004**

- Written in PHP and MySQL when I was 15 years old; which ended up with **over 200,000 registered users**

**Maplehacks** — A portal for "hacks/cheats" for the popular game, MapleStory

**2005**

- Also written in PHP and MySQL, MapleHacks.com was the de-facto place to download hacks and cheats for MapleStory with **over 10,000 registered users**

**Crowdshot** — A crowd-sourced photography contest

**2016**

- Written in React Native, Firebase, NodeJS, Elasticsearch, AWS EC2, and the Stripe API
- Super polished UI/UX, from a complete payment system, rewards store, interactive voting, messaging, and more. Fully functional in a month and a half but never launched it

**Tables** — Calls restaurants directly via Twilio for Table Availability

**2017**

- A "driving-friendly" app that reports on table availability of restaurants in your current heading by calling them via **Twilio** and logging the response via voice recognition

**react-native-apple-ads-attribution** — Apple Search Ads Attribution API for React Native

**2018**

- A native bridge to expose the **Apple Search Ads Attribution** API for React Native iOS, written in **Typescript** and Objective C
  - Released publicly on NPM as an open-source package under MIT
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## **Education**

**Hons. B.Sci, Computer Science** — University of Toronto

**2017**

- Entrepreneurship Specialist Stream, in-residence with The Hub

That's it! Text me if you have questions!

**416-669-1428**