

# Matthew Cho | Software Engineer

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## CAREER EXPERIENCE

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### Woolworths Group, Auckland— Senior Full Stack Software Developer

July. 2023 - Present

I currently serve as a member of the Loyalty and Subscription team at Woolworths Group. In this role, I implement new features and ensure the smooth operation of the revamped Everyday Rewards Website. Additionally, I actively contribute to enhancing the main code base by integrating innovative features.

#### Key Achievements

- Orchestrated the successful launch of the EDR Website in Angular.
- Rewrite Angular to React /[Next.js](#) with SSR using AI / Playwright E2E Tests
- Successful onboarding of new partners to the EDR system.
- Executed the implementation of many features, enhancing user engagement and experience.
- Implemented robust tracking mechanisms to monitor user behaviour and improve site performance.
- Developed dynamic content components using Contentful, streamlining content management processes.
- Updated comprehensive onboarding documentation, ensuring seamless integration for new team members.

#### Language and Tech:

**Backend:** .Net Framework / .NET 8

**Frontend:** Angular/Next.js, Zustand, Contentful CMS, Optimizely A/B Testing

**DevOps:** Docker, Azure Devops, Dynatrace, PagerDuty

### Laybuy, Auckland— Senior Full Stack Software Developer

Oct. 2021 - July. 2023

I was part of the Card and Frontend Consolidation team at Laybuy. Within the Card team, my responsibilities include implementing and migrating card processing to expedite the Mastercard authorisation process, as well as developing internal tools for data monitoring. In the Frontend Consolidation team, our primary objective is to consolidate web and mobile platforms to consume a unified codebase, which will ultimately enhance development time and maintenance efficiency.

#### Key Achievements

##### Team Card:

- Successfully implemented SIFT, resulting in a remarkable 82% reduction in fraud chargeback rates through improved fraud detection techniques.
- Led the implementation of feature flag tooling LaunchDarkly, enabling a progressive rollout of features to customers and ensuring seamless product deployment.
- Improved logging in code, resulting in a significant reduction of daily error logs from 10k to just 200 messages per day. This enhanced the organization's ability to identify and address critical errors with greater clarity and efficiency.

##### Team Frontend Consolidation:

- Successfully implemented Continuous Integration/Continuous Deployment (CI/CD) for iOS, Android, and Web using GitHub Actions, enabling faster and more efficient software delivery.
- Set up multiple test environments for concurrent testing, resulting in improved testing efficiency and more reliable software.
- Led the implementation of the Tap to Pay and Add to Wallet feature on the new application, which significantly enhanced the app's user experience.
- Set up log monitoring and feature flagging for the project, enabling real-time issue detection and resolution and seamless feature rollout.
- Contributed to the development of React frontend UI features throughout the new application, resulting in a highly intuitive and engaging user interface.

#### Language and Tech:

**Backend:** C# / .NET Core, Node.js,

**Frontend:** Typescript, React, GraphQL

**DevOps:** AWS, Docker, CircleCi, Github, DataDog, MySql, Postgres

**Mobile:** Ionic/Appflow, React Native, iOS and Android.

## Cin7, Auckland— Full Stack Software Developer

Oct. 2017 - Oct. 2021

During my time at Cin7, I had the privilege of being part of the Core Squad, where I worked collaboratively with a team to develop and deliver a highly functional Warehouse Management System (WMS). Our primary objective was to enhance customer experience and streamline workflows. As a member of the team, I played a key role in managing the fundamentals of the system, including the stock, pricing and cost, transactions, and front-end UI.

### Key Achievements

- Developed and deployed the WMS web app utilizing React and Redux.
- Designed and developed the backend microservice for the WMS web app.
- Created CI/CD pipelines for multiple test environments to optimize development processes.
- Implemented a Slack bot that enabled the automation of release notes for daily deployments, streamlining the release process.
- Conducted general bug fixes and resolved concurrency issues and logical validation throughout the application.
- Performed code separation and refactored the monolithic codebase into microservices for improved modularity and scalability.

### Language and Tech:

**Backend:** C# /.NET Core, MSSQL, Fluent/Nunit/Moq

**Frontend:** Typescript, React & Redux, JQuery, Jest

**DevOps:** Azure DevOps - Azure Repos

## Cin7, Auckland— Technical Support Analyst (Tier 1 - 3)

Feb. 2017 – Oct 2017

I resolved technical issues for customers and provided exceptional customer service. I also contributed to the customization of Invoice Templates using SQL, JS, HTML, and CSS. My technical skills and dedication to customer service allowed me to excel in various roles.

### Key Achievements:

- Promoted to Technical Support Tier 2 within the first month of joining the company
- Demonstrated strong technical skills and exceptional customer service
- Awarded top performer in Support Team multiple times for resolved most tickets and achieved surpassing set KPIs

## Accordo (Microsoft ), Auckland— Software Asset Manager

Sept. 2016 – Jan 2017

- Preparation of Licensing reports for Customers.
- Explained product prices and packages as well as answered questions and addressed concerns of customers.
- Set up appointments with interested customers according to schedule availability.
- Made an average of 50 outbound and inbound calls per day.

## CORE SKILLS

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|--------------------------------|-----------------------|------------------|
| ▪ ASP.NET Core /.NET Framework | ▪ MSSQL SQL Scripting | ▪ Angular        |
| ▪ React Redux                  | ▪ Docker / Kubernetes | ▪ Confluence     |
| ▪ JS, TS, JQuery HTML , CSS    | ▪ Azure DevOps        | ▪ JIRA           |
| ▪ Unit Testing with NUnit, Moq | ▪ Restful Web API     | ▪ Github Actions |
| ▪ Sumo Logic/Raygun/Datadog    | ▪ CI/CD Development   | ▪ Next.js        |

## EDUCATION

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### **Auckland University of Technology, Auckland**

*Bachelor of Engineering - Computer and Mobile Systems*

**May. 2016**

*Auckland, NZ*

### **Unitec, Auckland**

*Certificate of Engineering - Automotive Engineering*

**Oct. 2011**

*Auckland, NZ*

## REFERENCE UPON REQUEST

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