MATT KAM

Torrance, CA | Email and phone available on request via LinkedIn | linkedin.com/in/mattkam | github.com/MatthewKam

Frontend engineer with 12 years of experience building data-driven, customer/merchant-facing web applications in TypeScript and React. Deep experience owning complex features from architecture through launch, QA, experimentation, and analysis — across loyalty, payments, referrals, and subscriptions products, including advertiser-facing tools and dashboards. Comfortable collaborating and communicating technical tradeoffs to both technical and non-technical stakeholders.

SKILLS

Languages & Frameworks: TypeScript, JavaScript, React, Vue, AngularJS, HTML5/CSS3/SCSS, REST APIs
Testing & Quality: Jest, Vitest, A/B Testing, code review, Git, Agile
Platforms & Backend: Shopify, Liquid, Flutter, PHP, Ruby on Rails, Python
Analytics & Design: Google Analytics, Optimizely, UX/UI Design, Adobe Illustrator, Adobe Photoshop

EXPERIENCE

Frontend Software Engineer – *Recharge* Feb 2022 – Aug 2026

Santa Monica, CA

- Led end-to-end development of Punch Cards, a new loyalty rewards feature, from architecture through launch — 70+ merged PRs over 7 months, including maintenance and upgrade of a drag-and-drop canvas experience builder, milestone/reward engine, and activation workflow.
- Built and scaled the Failed Payment Recovery (FPR) flow canvas editor, including a Klaviyo integration, conditional branching, A/B split testing, and recovery-rate analytics dashboards used by merchants to recover lost revenue.
- Shipped the Referrals and Credits & Rewards systems end-to-end: reward flows, multi-currency credit settings, live performance analytics, and customer-facing landing pages.
- Delivered the Digital Subscriptions / Entitlements feature, giving merchants a UI to manage plan-based access in the customer portal.
- Owned ongoing fixes and improvements to Customer Portal cancellation-prevention and offer flows, resolving bugs across pricing, discounts, and localization.
- Merged 378+ pull requests (~500 commits) across loyalty, payments, referrals, rewards, and subscriptions within the merchant portal.
- Used Claude and Cursor over the last 6–8 months to prototype features quickly, surface relevant context, and navigate unfamiliar areas of the codebase while staying consistent with existing patterns — increasing development speed on complex, cross-cutting changes.

Front End Engineer → Senior Front End Engineer – *Vejo, Inc.* Sep 2020 – Jan 2022

Santa Monica, CA

- Updated and optimized the company's Flutter web app and companion iOS/Android app, shipping new features and improving legacy code and widget performance. Improved page load scores by more than 50%.
- Built custom sales funnels in Liquid with Cart.js to increase customer engagement; implemented theme schema enabling admin control of inventory and buy flows.
- Created a master style guide and reusable component library (Liquid/SCSS) and custom CMS templates that let marketing run campaigns and A/B tests independently.

Front End Developer → Senior Front End Developer – *Ad Exchange Group* Nov 2014 – Oct 2019

Costa Mesa / Irvine, CA

- Developed and maintained internal React dashboards and led UX/UI design for internal advertiser-facing tools.
- Built and maintained a custom Shopify theme for the company's branded division, partnering directly with clients, creative directors, and business stakeholders to deliver e-commerce sites for small and mid-size brands (clients included Playboy and Bulletproof Coffee).
- Managed multiple concurrent development projects and supervised junior developers.
- Built a reusable front-end component library in PHP that standardized code and reduced deployment time; integrated Google Analytics and Optimizely to inform business decisions.

Front End Developer / Consultant – *Freelance* Jul 2014 – Present

- Consult with small-business clients to scope requirements and deliver e-commerce and marketing sites on Shopify, Wix, WordPress, and Squarespace; design and build responsive, mobile-first, SEO-optimized pages.

EDUCATION

Web Development Immersive – *General Assembly* May 2014

Santa Monica, CA — 12-week full-time full-stack bootcamp