



Michael Schoonmaker

hello@schoonology.com

GitHub: [Schoonology](#)

LinkedIn: [Schoonology](#)

I am a skilled technologist and programmer who has spent their career in “player-coach” roles: leading teams focused on delivery, supporting the folks I work beside. **I’ve done that work as an IC, and I’ve done that work as a CTO.**

Throughout my career I’ve had the opportunity to share the systems I use not only as a leader, but as a **consultant and a one-on-one coach.**

I have a unique talent for balancing the needs of a business, the needs of individuals within that business, the needs of live technology systems, and the need to explain and communicate all of the above, especially to those that don’t share those skills. I am often thrown into situations of turmoil and unexpected change. They’re very straining, but I do well: **I am a calming, stable force.** I have faultless integrity, and I can build trust very quickly, so when I say how things are—good or bad—people listen.

EMPLOYMENT HISTORY



Envested, Inc. dba Squad (www.withyoursquad.com)

2022–2023

Chief Technology Officer (CTO)

Fought the loneliness epidemic with a **mobile app focused on connection and intentionality.**

- Built mobile app with live audio messaging using React Native, RecoilJS, Node, Postgres, Redis, ffmpeg, imagemagick, Protocol Buffers, GCP, Docker, and Terraform.
- Responsible for all technical decisions. Empowered the team to make more of them.
- Integrate with external partners, e.g. with our partner NBA teams and Sports Illustrated Tickets.



Legacy of Play, LLC (www.legacyofplay.com)

2017–Present

Co-founder

I maintain a one-person company at the intersection between the hobby games industry and technology.

- Fully funded through **contract software development, consulting, and leadership coaching.**
- Game development: Sold the license to a push-your-luck game developed with [Monte](#)

[Carlo simulation](#), and developed a digitally enhanced card game based on inductive logic and computer vision.

- Launched a B2C/B2B mobile SaaS application in Flutter, Dart, & Rust serving the hobby games market. Includes services in Rust to manage a comprehensive, self-healing replica of the world's largest tabletop game database.



ActionSprout (www.actionsprout.com)

2020–2021

Chief Technical Officer

Pivoted startup to a new business model during and after [Facebook's ban on "issue-based advertising"](#).

- Project management across several-year-legacy and greenfield applications. People management of cross-functional, mixed FTE/contractor teams.
- Managed data pipeline to create a **data lake** and learn from and reactivate **approx. 7 million contact records**.
- Rebuilt salary ladder and standardized hiring processes. Reviewed candidates for Cultivate/All Hands, our external sourcing firm.
- Ultimately, co-wound-down operations, providing a generous severance.



ActionSprout (www.actionsprout.com)

2019–2020

Lead Mobile Developer

Flutter developer for startup serving progressive non-profits and downticket politicians.

- Created **two novel, cross-platform mobile applications** for our 15,000 active customers. Led the project, backed by external design firm Postlight.
- Introduced mobile-first reverse proxy with Phoenix/Elixir in front of Rails/Ruby using protocol buffers.
- Built mobile release process using Gitflow, GitHub Actions, Fastlane, Match, and lots of glue.



Test Double (testdouble.com)

2015–2019

Software Development Consultant

Primary Node.js consultant for boutique consulting firm.

- Productized **organizational consulting and leadership coaching**.
- Coached other consultants on career goals, client delivery, and consulting/soft skills.
- Co-led hiring process across hundreds of applications and dozens of hires.
- Provided domain expertise (e.g. Node, microservices) across our clients, pairing with other consultants and client engineers.

FEATURED PROJECTS

Fox Studios

Developed **reliability engineering practices** via skunkworks SRE team.

- Navigated SRE team through [Tuckman's stages](#) multiple times as leadership repeatedly changed hands.
- Facilitated end-to-end testing and tooling for a microservices architecture. Implemented a novel approach to parallelized, automated tests using Mocha and Docker.

MuleSoft

Integrated **OpenID Connect, OIDC Discovery, and OIDC Dynamic Client Registration** with Node.js services. Improved their processes and practices while the team adopted Kanban.

Shutterstock

Led migration from Mason to a **new generation of internal tools** with React, Redux, Node, JSON:API, and OpenAPI.

- Built culture, process, tech stack, and personnel for 12-developer team. Mentored replacement technical leadership and line management.
- Completely reshaped conversation between Engineering and Product.



Faithlife (née Logos Bible Software) (faithlife.com)

2014–2015

Development Lead

Intrapreneur for **new products** (e.g. Faithlife Live, Soundfaith), revenue streams, and technologies.

- Primary teacher and mentor for JavaScript (ES5), React, Node, and related architectures.
- Created a [Flux](#) framework, Littlest, to ease transition from C#/.NET/Razor to JavaScript/Node/React.
- Built managed .NET integration of [CEF](#) to a new platform of “HTML interactives” within legacy desktop client.



StrongLoop

2013–2014

Lead Mobile Engineer

DRI for mobile tools and DevEx at the FOSS **startup behind [Express.js](#) and [LoopBack](#)**.

- Created BACN, a framework for Bootstrap, Angular.js, Cordova, and Node.js.
- Gave talks and talk support for LoopBack, BACN, and supporting full-stack JavaScript.
- Provided “clutch” (CTO’s word) engineering support where the organization lacked deeper expertise.



Red Robot Labs

2012–2013

Senior Platform Engineer

Lead server engineer for a mobile-first social network marketed to gamers.

- Built server infrastructure, JSON API, and services with Node.js and MongoDB.
- Created a custom SOA framework (twice) to scale **live messaging over Node.js and ZeroMQ**.
- Led the team and developed a native iOS/Swift application after a 60% RIF.



38 Studios

2008–2012

Client Integration Engineer—Helios

Software Engineer 1—Copernicus

First UI developer for an incredible MMORPG company. You may not know the company, but the people that worked there are *still* changing how video games are made and played.

- Created and maintained the **MMO’s UI framework** with [Scaleform GfX](#) and [Unreal Engine 3](#).
- Wrote core gameplay features in and across our BigWorld and Unreal Engine 3 service-oriented architecture.
- Built our UI asset pipeline through Flash, MTASC, XML/XSD/XSLT, JSFL, Ixml, and Apache Ant.
- Primary teacher and mentor for ActionScript, UnrealScript, and UI development. Co-mentored Python and [Twisted](#).
- Managed skunkworks HTML game projects undertaken by the Helios developers with [Node.js v0.6](#) (the first version with Window support), JavaScript (ES5), and a custom engine.

LucasArts

2008–2008

Core Engineering Intern

Destineer

2007–2007

QA Intern

SKILLS

Teaching others	Rust (8 years), React/React-Native/Recoil (9 years), JavaScript/Node.js (12 years) , Dart/Flutter (4 years), PostgreSQL (4 years), Docker (8 years), Terraform (8 years), Traditional HTML/CSS/JS (15 years), Firebase, FFmpeg, ImageMagick, Distributed systems, Game development
Pairing on	Golang (7 years) , Ember, Elixir, Ruby/Rails, Applied food sciences
Excited about	Computer vision, Elm, Embedded systems, Recurve archery

VOLUNTEERING & COMMUNITY



Unpub, The Unpublished Games Network (unpub.net)

2022–Present

Advisory Board

I'm on the advisory board of a non-profit organization of tabletop game designers.

- Live support for the **eponymous convention** in Baltimore, MD.
- Live and remote support for invitation shows, e.g. Origins and PAX Unplugged.
- Speaker and advisor for online “Nonepub” event.



Bellingham Codes (née Hack Bellingham) (bellingham.codes)

2016–2023

Organizer

I co-organized a community for the **tech community** in and around Bellingham, WA: from live meetups, to remote meetups during COVID, *back* to live meetups.

- Represented the community to public and private partner organizations (e.g. TAGNW, a business-focused lobbying group).
- Moderated our community of 900+ developers.

EDUCATION

Bachelor of Arts in Computer Science & Music, *Bucknell University 2004–2008*