



# Michael Schoonmaker

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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



Legacy of Play, LLC ([www.legacyofplay.com](http://www.legacyofplay.com))

Co-founder

2017–Present

I run a bootstrapped company at the intersection of 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.



Envested, Inc. dba Squad ([www.withyoursquad.com](http://www.withyoursquad.com))

Chief Technology Officer (CTO)

2022–2023

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 all technical decisions. Hired a team and empowered them to make decisions, too.
- Integrate with external partners, e.g. with our partner NBA teams and Sports Illustrated Tickets.



ActionSprout ([www.actionsprout.com](http://www.actionsprout.com))

Chief Technical Officer

2020–2021

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](http://www.actionsprout.com))

Lead Mobile Developer

2019–2020

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](http://testdouble.com))

Software Development Consultant

2015–2019

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](https://faithlife.com))

**Development Lead**

*2014–2015*

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  
Lead Mobile Engineer  
2013–2014

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  
Senior Platform Engineer  
2012–2013

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  
Client Integration Engineer—Helios  
Software Engineer 1—Copernicus  
2008–2012

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

## Core Engineering Intern

2008–2008

## Destineer

### QA Intern

2007–2007

## Skills

### Teaching others

**Rust (9 years), React/React-Native/Recoil (9 years), JavaScript/Node.js (13 years)**, Dart/Flutter (5 years), PostgreSQL (5 years), Docker (9 years), Terraform (9 years), Traditional HTML/CSS/JS (16 years), Firebase, FFmpeg, ImageMagick, Distributed systems, Game development

### Pairing on

**Golang (8 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](https://unpub.net))

Advisory Board

2022–Present

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](https://bellingham.codes))

Organizer

2016–2023

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

