

# Matt Breden

Senior Software Engineer & Technical Leader

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## Summary

Hands-on technical leader with 10+ years of experience building SaaS products, mentoring engineers, shaping technical direction, and operating high-availability production systems. Deep background across backend architecture, React frontends, GraphQL APIs, production reliability, DevOps, security, compliance support, performance tuning, AI-assisted engineering workflows, open-source contribution, and delivery process.

## Leadership & Impact

- Led engineering execution across product planning, architecture, delivery, QA, infrastructure, security, compliance support, and incident response.
- Led the technical evolution of SmarterQueue from a pre-launch product into a mature SaaS platform with recurring revenue, reliable production operations, and a maintainable product architecture.
- Architected the full rebuild from a legacy PHP5 / jQuery application into a modern React + Apollo frontend and GraphQL API, including a new multi-organization, multi-workspace, multi-user product model.
- Raised engineering standards across code review, QA, CI/CD, automated tests, branch-based environments, local Docker onboarding, deployment tooling, documentation, technical policies, and AI-assisted engineering workflows.

## Core Strengths & Skills

**Leadership:** Technical direction, mentoring, delivery process, code review, QA coordination

**Frontend / API:** React, Apollo, GraphQL

**Backend / Data:** PHP, Symfony, MySQL, Redis, Elasticsearch

**Infrastructure / Operations:** AWS, Linux, Docker, Ansible, GitLab CI/CD, production reliability, incident response, security, compliance, performance tuning

**AI / LLM Workflows:** Code-review support, QA summaries, implementation planning, shared development guidance

## Open Source & Projects

- **SmarterQueue API libraries:** Authored public PHP API clients for social platform integrations.
  - [github.com/SmarterQueue/Instagram-Graph-API-PHP](https://github.com/SmarterQueue/Instagram-Graph-API-PHP)
  - [github.com/SmarterQueue/Threads-API-PHP](https://github.com/SmarterQueue/Threads-API-PHP)
- **GraphQLite:** Contributed commits to the open-source GraphQL library.
  - [github.com/thecodingmachine/graphqlite/commits/master/?author=MattBred](https://github.com/thecodingmachine/graphqlite/commits/master/?author=MattBred)
- **Drupal Commerce:** Contributed commits to Drupal Commerce core and related commerce modules.
  - [github.com/drupalcommerce/commerce/commits/8.x-2.x/?author=MattBred](https://github.com/drupalcommerce/commerce/commits/8.x-2.x/?author=MattBred)
  - [drupal.org/u/mbreden](https://drupal.org/u/mbreden)
- **Personal projects:** Recent and older side projects.
  - [github.com/MattBred/BoxBox](https://github.com/MattBred/BoxBox)
  - [github.com/MattBred/SimpleJNet](https://github.com/MattBred/SimpleJNet)
  - [github.com/MattBred/authenticate-aws-mfa](https://github.com/MattBred/authenticate-aws-mfa)

## Experience

### SmarterQueue

SaaS platform for social media content planning, publishing, and automation | [smarterqueue.com](https://smarterqueue.com)

Remote | 2018-Present

#### CTO

- Provided technical direction and led engineering execution across product architecture, backend systems, frontend development, infrastructure, security, reliability, and delivery process.
- Partnered with business and product stakeholders to turn high-level goals into technical plans that accounted for customer experience, operational risk, business rules, and long-term maintainability.
- Led delivery through planning, code review, mentoring, QA coordination, documentation, release preparation, and process improvements while staying hands-on in implementation and production debugging.
- Architected and led a complete rebuild from a legacy PHP5 / jQuery-UI application to a React + Apollo single-page application backed by a new GraphQL API.
- Designed the platform shift from single-account usage to a multi-organization, multi-workspace, multi-user model, requiring new authorization boundaries, data relationships, product flows, and migration paths.
- Owned the production infrastructure and DevOps surface, including AWS services, Linux servers, deployments, access control, secrets handling, monitoring, backups, alerting, and incident response for a platform with 99.999% uptime since the full rebuild launched two years ago.
- Created and maintained repeatable engineering foundations across GitLab CI/CD, automated tests, static analysis, deployment tooling, dynamic branch environments, local Docker onboarding, and release management.
- Managed the technical side of GDPR, PCI, penetration-test follow-up, AWS security auditing, and third-party social network platform audits, including policies for server configuration, development practices, and secrets handling.
- Improved scalability and operability through Redis-backed background workers, asynchronous processing, Elasticsearch / Kibana logging, and critical MySQL query optimization.
- Authored public PHP API clients for social platform integrations, including SmarterQueue/Instagram-Graph-API-PHP and SmarterQueue/Threads-API-PHP.
- Expanded engineering capability with AI-assisted workflows for code review, QA summaries, implementation planning, and shared LLM development guidance.

## **Acro Media**

E-commerce agency building and maintaining Drupal Commerce platforms

Kelowna, BC | 2016-2018

### **Team Lead**

- Promoted from intern developer to team lead within one year, taking responsibility for a business-critical support and maintenance team serving high-priority ecommerce clients.
- Led production incident response for client sites where uptime, checkout stability, and rapid diagnosis directly affected revenue and customer trust.
- Created team operating procedures, onboarding documentation, and support workflows from scratch, improving consistency across urgent maintenance and SLA-driven work.
- Managed Ansible-based DevOps orchestration for the company's self-hosted infrastructure across dozens of sites and shared development environments.
- Repaired a client database containing millions of corrupted records, then wrote automated tests and scripts to prevent recurrence.
- Rebuilt and maintained critical ecommerce checkout flows, profiled production bottlenecks, and delivered performance improvements of 50%+ on selected client sites.
- Contributed to Drupal Commerce core and related open-source commerce modules, with public contribution history at [drupal.org/u/mbreden](https://drupal.org/u/mbreden) and verified commits at [github.com/drupalcommerce/commerce/commits/8.x-2.x/?author=MattBred](https://github.com/drupalcommerce/commerce/commits/8.x-2.x/?author=MattBred)