

SEBASTIAN NEMETH

CTO • DEVELOPMENT LEAD • PRODUCT OWNER

CAREER OVERVIEW

Portyr	CEO / CTO	<i>Jun 2017 - Present</i>
Polku/Sportsetter	Senior UX Developer	<i>Dec 2016 – Jun 2017</i>
Freelance	Pioneering Technologist	<i>Apr 2010 - Present</i>
Arnold Furnace	Technical Producer (contract)	<i>Aug 2009 – October 2010</i>
Euro RSCG/Tank Digital	Senior .Net Developer (contract)	<i>Jan 2009 – Jul 2009</i>
The Sydney Furnace	Senior .Net Developer (contract)	<i>Sep 2009 – Jan 2009</i>
The Sydney Furnace	.Net Developer (contract)	<i>Feb 2009 – Aug 2009</i>
Australian Army	Officer, Pilot Trainee	<i>July 2006 – Jan 2009</i>
Evolutia	.Net Developer (contract)	<i>Aug 05 – Jun 06</i>

TECHNICAL SKILLS

- Broad front-end experience: react, angular, js, dart, typescript, cycle, rxjs, redux, mobx.
- UI: ant design, material ui, bootstrap, scss, styled-components, emotion.
- Extensive .Net experience: C#, ASP.Net, MVC, EF, WCF, SQL Server, ServiceStack.
- Relational DBs: Postgres & MSSQL, NoSQL: Redis, Firestore, GtaphDBs: DGraph.
- Build: Webpack, Fusebox, Lerna, Semantic-Release, GitVersion, Docker Compose
- Ops: Terraform, AWS Cloudformation, ECS, GCP, Kubernetes, Helm, Serverless, Convex
- CI: CircleCI, Google Cloud Build, GitLab, Codefresh, TeamCity, AppVeyor
- Quality control: xunit, jest, selenium, storybook, luis, BDD, BrowserStack, puppeteer, phantomjs
- User interaction: Intercom, Hotjar, Usersnap, Trackduck
- Fault management: Sentry, Raygun, Stackdriver
- CMS: GraphCMS, Prismic, Wordpress
- Merchant Gateways: Stripe, PayPal, SecurePay, eWay, Retail Decisions (Gift Cards), Payment Express

PRODUCTION & INNOVATION SKILLS

- Ownership of design lifecycle, user research & opportunity generation
- Business model generation & validation, with entrepreneurial experience
- Digital product design & integrated service design experience
- Product ownership & leadership of design and technical teams
- Concepts & strategy for digital campaigns, incl. social media, CRM, mobile and augmented reality.
- Project scoping & feasibility, business requirements elicitation & interpretation to design.
- Managing project lifecycles in Asana, Trello, Basecamp, Clickup, Github, Monday,

EMPLOYMENT OVERVIEW

PORTYR

HELSINKI, FI

CEO / CTO

Responsibilities: Day-to-day business administration, concept & business development, human resources management, pitching & fundraising, product design & development, growing technical capability, providing development context to technical team, infrastructure & deployment, customer management & acquisition of feedback.

Projects:

- **Data Portability Stack** – A tech-stack level solution for data portability for businesses under General Data Protection Regulation (GDPR). I raised over 200,000 EUR in pre-seed funding, recruited a product development team and led development of 3 prototype products over an 18-month period in collaboration with potential pilot customers.

Technologies include: react, typescript, fusebox, postgresql, .Net & ServiceStack, styled-components, material-ui, ant design, redux, rxjs, redux-observable, formik, firebase & cloud firestore, dgraph

- **AI-powered document drafting** – Following the non-market for tech-stack level GDPR products, I oversaw repurposing existing technology to develop a proof of concept prototype of a product to help legal teams, both in-house and in law firms, and negotiated pilot programs with leading Finnish banks, law firms and business consultancies.

Technologies include: react, typescript, fusebox, postgresql, .Net & ServiceStack, Aspose.Docs, styled-components, ant design, rxjs, formik, dgraph, kubernetes, terraform, draftjs

POLKU / SPORTSETTER

HELSINKI, FI

Senior front-end developer (part-time)

Responsibilities: Design & subsequent implementation of inbound sales funnel, onboarding and product up-sales using Intercom. Bespoke development of numerous, localized product features & UX elements.

- *Technologies include: react, es6, redux, redux-observable, webpack, sass, rxjs, intercom*

FREELANCE

Specialist Developer, Business Analyst/Architect

Responsibilities: Designing and building bespoke .Net business solutions, specializing in SOA architecture for B2B and B2C portals and service layers, systems administration and maintenance.

Clients:

- **Koulu on Fire** (www.kouluonfire.com) – The Finnish representative team at Burning Man, took a peer to peer learning popup school concept to the desert in California, and I hacked a wifi router's captive login portal to serve a teacher/student matchmaking app to burners on the playa.

Technologies include: OpenWRT, PHP, Angular, Typescript, SASS

- **Gyromancy** – An Australian based algorithmic trading agency, for whom I developed a platform to scrape and sync trade data and facilitate three-way arbitrage across various cryptocurrency exchanges.

Technologies include: C#, Reactive Extensions, Selenium, WebSockets, F#, Protobuf

- **Reef Digital** (www.reefdigital.com) – An Australian SEM agency, with whom I piloted in-house software to track and allocate their CPC and ad spend on a day-to-day basis.

Technologies include AngularJS, Bootstrap, SASS, ServiceStack, MSSQL, .Net, C#, Javascript

- **Neway Transport** (www.newaytransport.com) – An national logistics firm requiring IT support, I have been responsible for server administration & migration, software development and liaison with clients such as Fuji Xerox and IBM since October 2010.

Technologies include ASP.Net 3.5 WebForms, XML Web Services, Scheduled applications, Linq2Sql, MS SQL Server 2008 R2, Windows Server 2008.

- **Evolutia** (www.evolutia.com.au) – A software house supporting numerous high-volume online pharmaceutical shop-fronts and B2B services, occasionally requiring a stand-in developer and technical support since April 2010. When on-call, I have been responsible for the development of business features, system administration and disaster recovery.

Technologies include ASP.Net 4.0 WebForms and MVC2, XML Web Services, Scheduled applications, NHibernate, MS SQL Server 2005, Windows Server 2008.

ARNOLD FURNACE

SYDNEY, NSW

Technical Producer & Consultant, In-house developer for business development projects
5000

Ph: (02) 8248

Responsibilities: Management of technical elements of digital campaigns. Consultation in solution design & architecture, technical feasibility, product & CRM/CMS platform research and costing. Assisting in the planning of digital strategies and client pitches. Responsible for Arnold Furnace's weekly EDM correspondence to staff & clients.

Projects:

- **Warner Bros** – Intimately involved in pitch strategy and development of annual marketing strategy for web and mobile platforms. Documented requirements, wireframes and functional specification for key features such as content aggregation, emotive search. Negotiated CMS selection between Kentico & Expression Engine and CRM platform

selection (Traction). Worked with designers, developers and third-party developers to plan, document & assist in execution of a full e-commerce site build in Expression Engine.

- **Huawei Mobile** – concepting & technical support to digital producers in development.
- **Beam Global** – documented complete requirements and functional specification. Guided CMS platform selection between Kentico, Expression Engine and Wordpress for Beam's suite of 4 websites, including www.jimbeam.com.au.
- **Procter & Gamble** – production of ongoing digital campaigns consisting of ASP.Net and PHP micro-sites, banner placements via MediaMind, eDM campaigns using Epsilon, sampling competitions etc. with user databases of 70,000+ subscribers for several key P&G brands, including Metamucil, Pantene, Oral-B and Head & Shoulders..
- **Digital Flames** – bespoke in house development of a workflow solution to manage, assemble and publish a regular company newsletter to internal and client databases.

Built in ASP.Net 4.0 WebForms, integrating with the Traction CRM API directly and through RSS feeds.

EURO RSCG AUSTRALIA / TANK DIGITAL

SYDNEY, NSW

Senior .Net Developer

Pb: (02) 8006 1220

Responsibilities: independent and team driven .Net development, scoping, requirements elicitation, quality assurance, staging and live site administration

Projects:

- **Sony – Make.Believe** (makedotbelieve.sony.com.au) – Led back-end development and deployment of a WCF service layer to communicate with a Flash front-end, bundled with a supporting CMS built on ASP.Net Dynamic Data framework.
- **MARS Australia – My Dog** (www.mydog.com.au) – Coordinated front-end and back-end development of a calendar driven public event co-ordinator, including personal profiles and database-driven media galleries, integrating 4 independent third party services and XML content feeds. Built in ASP.Net WebForms, MS SQL Server 2005 with WCF.
- **Telstra Retail Live** (*intranet*) – Led back-end development to recover development on Telstra's retail analytics and reporting intranet, involving asynchronous ASP.Net WebForms apps, WCF services to integrate multiple portals, Aspose.Pdf, and heavy SQL Server analysis and optimization for very large data sets (1 million rows +).

THE FURNACE

SYDNEY, NSW

.Net Developer, Senior .Net Developer

Pb: (02) 8248 5000

Responsibilities: independent .Net development, technical consultation with producers and account managers, scoping, requirements elicitation, quality assurance, site administration Promoted to Senior .Net Developer due to intimate role in shipping Sanity's bespoke e-commerce and content management solution.

Projects:

- **Sanity** (www.sanity.com.au) – Jointly responsible for the development of public catalogue & ordering site with completely bespoke back-end order fulfillment, intranet and CMS. PayPal, SecurePay and Retail Decisions (gift cards) as merchant gateways, QAS address validation, Dynamic reporting driven by Aspose.Cells, integrated CRM and business reporting. Integration with internal inventory and financial systems. On-site client liaison.
- **Crust Pizza** (www.crust.com.au) – Technical consultation, design and quality assurance of major site revamp. Unfortunately, this site was never delivered by Furnace.
- **Fairfax - Stayz Name n' Claim** (expired campaign) – Promotional competition microsite including voting and competition entry submission mechanisms.
- **Nicabate – Path 2 Quit** (www.path2quit.com.au) – technical planning, Effie Awards: Silver

AUSTRALIAN ARMY

DARWIN, NT

Exposed to a culture driven by values and character ethic. Received unique and diverse training in problem analysis, decision making, team skills and leadership qualities and was also provided with the opportunity to test them in some of the most challenging environments available.

Positions held:

- *Jul 06 – Dec 07: Staff Cadet, Officer in training* at Royal Military College
- *Dec 07 – Jun 08: Lieutenant, Pilot Trainee* at Basic Flying Training School
- *Jun 08 – Present: Lieutenant, Training Officer* at 1st Combat Signal Regiment

EVOLUTIA

SURRY HILLS, NSW

http://www.evolutia.com.au/

Pb: (02) 8006 1220

Responsibilities: General fault finding and wide scale upgrade of public e-com shop fronts and online work flow solutions for international pharmaceutical distributors.

Projects:

- **Planet Drugs Direct** (www.planetdrugsdirect.com) – public online e-commerce shopfront
- **BBG Services (private intranet)** – a software suite receiving and fulfilling order requests

EDUCATION & QUALIFICATIONS

2015 - present Aalto University, Finland

Espoo

MASTER OF INTERNATIONAL DESIGN BUSINESS MANAGEMENT (IDBM)

Sub-specialisation in Aalto Ventures Program

2002 - 2005 University of Technology, Sydney

The Broadway, NSW

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

DIPLOMA OF IT PROFESSIONAL PRACTICE

Sub-majored in Computer Graphics

Jul 2006 – Dec 2007 Royal Military College

Duntroon, ACT

CERTIFICATE IV IN BUSINESS (FRONTLINE MANAGEMENT)

DIPLOMA OF GOVERNMENT (MANAGEMENT) (PARTIALLY RECOGNISED)

ARMY GENERAL SERVICE OFFICER FIRST APPOINTMENT CERTIFICATION

Graduated to Australian Army Aviation Corps under the Aviation Cadetship scheme

AWARDS RECEIVED

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- 2017 – Winner of **Kiuas Team Up** pitching competition – entry to incubator and winner of €1000
 - 2015 – Judge at **Junction** for EMBERS project track, provided technical insight for selection of winner
 - 2007 - **Queen's Commission** as a General Service Officer in the Australian Army
 - 2006 - Successful applicant as a pilot in the Australian Army's **Aviation Cadetship** scheme
 - 2004 - International Game Developer's Association's **GDC Student Scholarship** recipient

ADDITIONAL INFO

References available on request