Matt Decrevel

Senior Full Stack Engineer
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PROFESSIONAL SUMMARY

Full-stack engineer with 10+ years of professional development experience, best known for building products that actually ship and scale — from a fantasy football app acquired in 2018 to a frontend replatform that delivered 4x performance gains across Under Armour's North American ecommerce site. Also a founder: built, grew, and sold a mobile app studio, which means the business context behind engineering decisions is never an afterthought.

TECHNICAL SKILLS

Frontend: React, Next.js, TypeScript, Vue.js, JavaScript, Tailwind CSS, CSS
Backend: Node.js, PHP, PostgreSQL, WordPress, WooCommerce
Platform & Tools: Vercel, CI/CD, API Integration, Shell Scripting, Monorepo, Architecture
AI & Automation: AI (Claude, OpenAI), Marketing Automation, Automation
Testing: — *(React Testing Library, Jest — referenced in project work)*
Other: iOS, tvOS, Product Design, Product Development, Photoshop, User Research, Team Leadership, Project Management, Open Source, Ecommerce, Security

PROFESSIONAL EXPERIENCE

Senior Software Engineer — Under Armour

2022 – Present

- Led the frontend replatform of Under Armour's North American ecommerce site — replaced legacy rendering architecture with a Next.js/React stack and added prerendering, resulting in 4x average performance improvement across all page types (10x+ on key pages)
- A single feature shipped in Q3 2023 — Complimentary Products — drove $9.4M in incremental revenue
- Tightened the integration layer between frontend and backend services, cutting data-fetching latency and improving overall page responsiveness; site now holds a 95 Catchpoint score, ranking #2 in the industry
- Performance work wasn't greenfield — inherited an aging system with years of accumulated decisions and shipped meaningful improvements without a rewrite from scratch

Senior Web Developer — Timmermann Group

2020 – 2022

- Built a real-time digital ticketing system for a regional auto group, replacing a paper-based workflow that had been in place for years
- Engineered a WooCommerce ecommerce build for a national brand, covering catalog management, payment processing, and order fulfillment end to end
- Wrote a WordPress plugin that unified Facebook conversion tracking across multiple client sites from a single codebase — finally gave the marketing team reliable attribution data
- Automated WordPress plugin deployment across client environments with custom shell scripts; cut a manual process down to a single command

Technology Lead & Developer — goBRANDgo!

2017 – 2020

- Promoted to Technology Lead in May 2019; took over ownership of internal tooling, dev standards, and hardware decisions alongside client delivery
- Modular design patterns + CI workflow changes cut development time by 350% — that number sounds made up, but it held
- Built a universal WordPress analytics plugin deployed across 20–25 client sites, emitting to both Facebook and Google Analytics from one codebase managed through Bitbucket
- Built an internal Brand Assets plugin that auto-generated interactive brand guideline microsites — logo management, asset library, PDF export — deployed to 5–10 client sites with zero third-party cost
- Featured speaker, WordCamp STL 2018

Freelance Developer — Independent

2016 – Present

- Ongoing client work alongside full-time roles — WordPress builds, theme customization, plugin development, and Next.js/React applications
- Clients include Saint Louis FC, St. Louis Surge, ChiroPraise, and Chadd G Creative

Founder + President — End of Regulation Studios
2012 – 2018

- Founded a mobile app studio; designed, built, and launched a fantasy football draft app for web, iOS, and tvOS — grew to 12,000 users and 2,500 drafts run through the platform
- User base grew 300% year over year through product iteration and live draft events hosted at St. Louis venues
- Managed the full product lifecycle solo: wireframes, mockups, and contracting dev teams across the US, Pakistan, and India
- App was acquired by a sports bar group in 2018 — ran live events under that brand for four more years

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KEY PROJECTS

decrevel.dev — Personal Site & AI-Powered Job Search Platform
Full-stack Next.js application across 3 subdomains, backed by 40+ PostgreSQL tables, 20+ external service integrations, and an autonomous AI pipeline built on Claude and OpenAI handling 6 distinct use cases — resume tailoring, job matching, cover letter generation, and more.
Stack: Next.js, React, TypeScript, Node.js, PostgreSQL, Tailwind CSS, Vercel, AI

The Picks Project — NFL Pick'em Platform
Built solo to learn the modern JS stack properly. 150+ users, 3 seasons running, automated ESPN data pipeline, custom group scoring. Still active.
Stack: Next.js, Tailwind CSS, Monorepo

EDUCATION

Summer of Code — LaunchCode (2016)

- Java, Python, JavaScript

Bachelor of Science, Entrepreneurial Studies — Illinois State University (2006 – 2010)