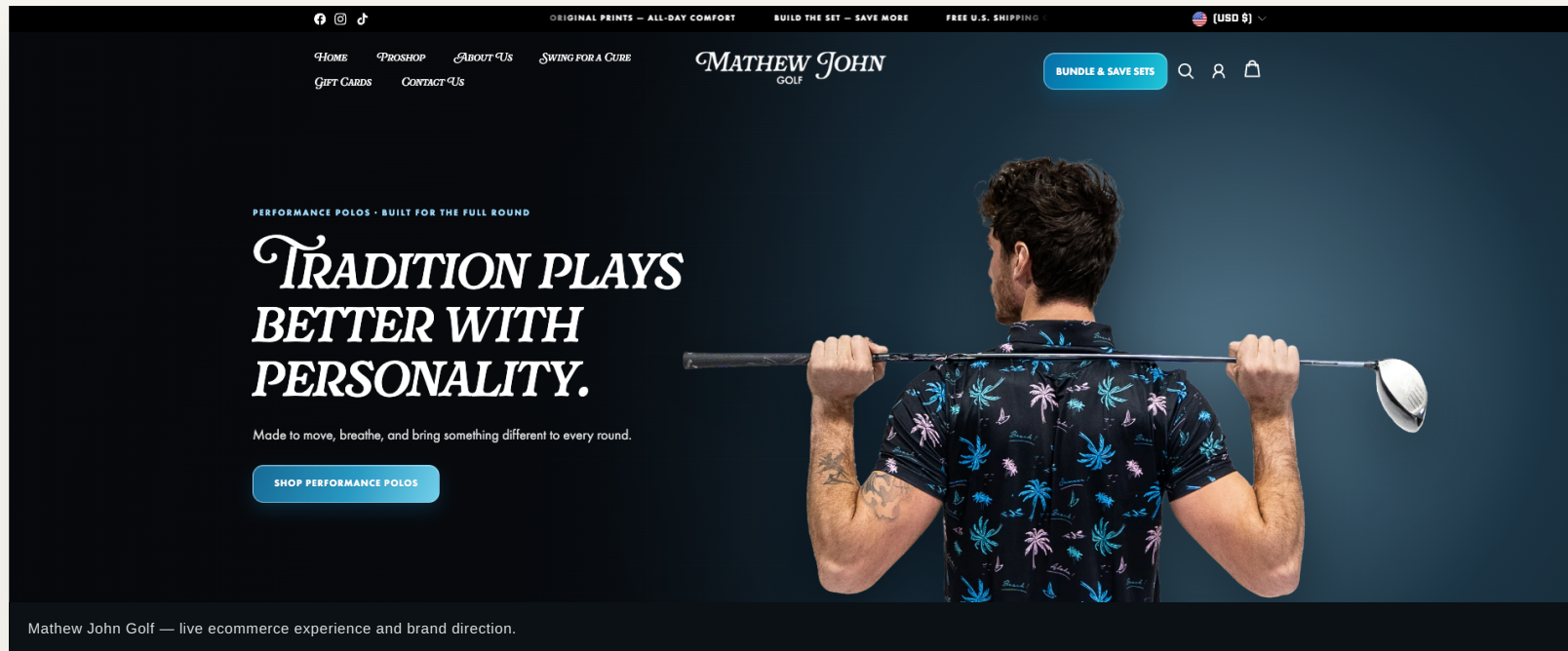


SOFTWARE SYSTEMS · AUTOMATION · PRODUCT BUILDING

I make complicated work easier to run.

I've spent most of my career in digital operations, where small mistakes become visible fast. That taught me to care about reliability, clear ownership, and the whole workflow — not just the happy path.

Now I apply that same mindset hands-on: building software, automating repetitive work, and operating a real ecommerce business. I use AI heavily to move faster, but the judgment, validation, debugging, and release decisions stay mine.

[View selected work](#)[Get in touch](#)



VERSANT



95%+

less recurring VOD
documentation work at Versant

~50

SOPs and runbooks authored

100+

RLS-protected tables in a
confidential SaaS product

8+ years

in production digital operations

SELECTED WORK

**Real systems, real
constraints,
measurable outcomes.**

I'm strongest when a problem crosses boundaries — product, operations, engineering, QA, and the people who actually have to use the thing. I care about the full system, not just one screen or one task.



CONFIDENTIAL PRE-PRODUCTION SAAS

Product concept kept private. Engineering work shown.

I'm intentionally not publishing the real product flow or unblurred UI in an open portfolio. What I can show publicly is the scale and type of engineering work behind it.

100+

RLS-protected relational tables

80+

database migrations

~900

automated tests in latest readiness pass

4 layers

product, commerce, permissions,
operations

[Request a private product walkthrough →](#)



Shotzy

FOUNDER · PRODUCT BUILDER · FULL-STACK IMPLEMENTATION

This is my most technically ambitious product work. I took a firsthand problem from discovery through architecture, implementation, testing, security hardening, and release-readiness decisions.

WHAT I'VE OWNED

- Product requirements, user journeys, and workflow architecture
- Next.js application flows and API integrations
- Supabase/PostgreSQL data model, authentication, and row-level security
- Stripe payment lifecycle, retries, refunds, and failure handling
- Automated testing, security remediation, and explicit release gates

WHAT IT DEMONSTRATES

I can work across product thinking and implementation details without losing sight of reliability. I'm comfortable with permissions, state, state events, payments, privacy, and knowing when the evidence says a release should wait.

STACK Next.js · React · Supabase · PostgreSQL · Vercel · Stripe · Twilio
· REST APIs

QA & VOD Automation

This started with a simple operational frustration: experienced people were spending too much time formatting, documenting, and repeating checks that could be standardized.

WHAT CHANGED

- Recurring VOD documentation dropped from about 35 minutes to 1 minute 45 seconds
- Browser-based validation was redesigned around a roughly 45-minute manual workflow moving toward about 5 minutes
- Power Automate and Office Scripts handled the predictable work; human review stayed where context mattered

HOW I THINK ABOUT AUTOMATION

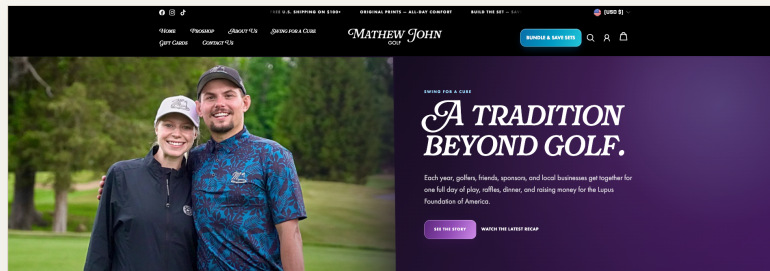
I don't start with "what can I automate?" I start with "where are people losing time, where can automation fail, and what still deserves a person's attention?"

TOOLS Power Automate · Office Scripts · Excel · Selenium · Browser Automation · QA Design

Automate the repetition. Keep the judgment.

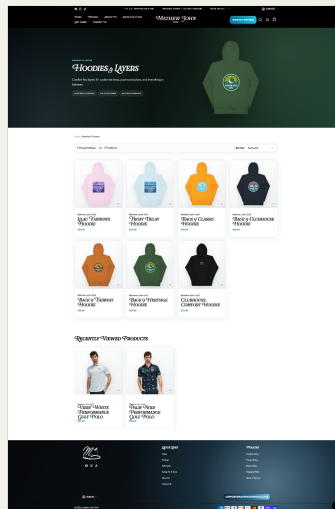
BEFORE	Collect inputs	Format docs	Validate assets	Review	35–45 min
AFTER	Structured intake	Workflow + scripts	Browser checks	Human verify	2–5 min

Internal screenshots and proprietary procedures stay private. The metrics, tools, and process improvements are real; the visual is intentionally sanitized.



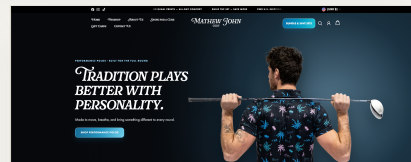
Brand with a purpose

Real event storytelling, community impact, and visual direction from the live site.



Collection merchandising

Product hierarchy, filtering, and clean ecommerce presentation.



Performance product storytelling

Editorial brand direction paired with a clear commercial action.



Mathew John Golf

FOUNDER · ECOMMERCE · PRODUCT EXPERIENCE

Mathew John Golf is where design decisions meet real customers. I've rebuilt and refined the storefront while also running the business behind it, so I can see how UX, merchandising, SEO, inventory, content, and customer experience affect each other.

WHAT I'VE WORKED ON

- Shopify theme customization and responsive UX
- Product, collection, cart, and merchandising flows
- SEO, content structure, and brand presentation
- Inventory, vendor, sponsor, and customer workflows
- Mobile QA, scrolling behavior, animation timing, and conversion details

\$31K+

documented lifetime sales

164

orders

16K+

website sessions

WHAT IT DEMONSTRATES

I care about the product after launch. I'm comfortable moving between UI detail, operations, analytics, commercial outcomes, and the day-to-day realities of running something people actually use.

STACK Shopify · Liquid · HTML/CSS · SEO · Analytics · Ecommerce Operations

Job Autopilot

I built this to understand how far I could push automation without handing quality over to the automation itself. The interesting work was not getting one happy-path run to work; it was state, recovery, validation, and failure handling.

STATUS

Experimental and intentionally paused. I'd rather describe a personal system accurately than inflate its production readiness.

STACK Cloudflare · D1 · Browser Automation · Gmail · REST APIs · AI Workflows

CONTROL MODEL

AI where it accelerates.

Discovery, qualification, drafted materials, ATS planning, and state tracking can be assisted.

HUMAN BOUNDARY

Approval where it matters.

Truth constraints, CAPTCHA escalation, and consequential actions stay deliberately human-controlled.

Built in environments where reliability matters.

My engineering instincts were shaped by production operations, incident response, live events, and years of making repeatable work more reliable under pressure.

VERSANT

2026 — PRESENT

Versant

Digital Operations Specialist supporting live and on-demand media workflows. This is also where I built my VOD documentation automation and authenticated QA automation work — practical systems created around real operational bottlenecks.

35 min → 1:45

Recurring VOD documentation after deploying a Power Automate + Office Scripts workflow.

~45 min → ~5 min

Target workflow for an authenticated browser-based QA automation prototype.

Power Automate · Office Scripts · Excel · Browser Automation · QA Design · Operational Readiness



2017 — 2025

NBCUniversal

Digital operations across live and VOD distribution, L2 escalation, incident response, partner workflows, SOPs, and major-event readiness including the Olympics, Super Bowl, and FIFA World Cup.

Production operations at scale

Years of supporting high-visibility live and on-demand experiences shaped the reliability, escalation, and launch-readiness mindset I now bring into software and automation work.

WHAT I'M STRONGEST AT

The skills behind the tools.

I don't want this portfolio to read like a keyword wall. These are the patterns I consistently bring to very different problems.

Seeing the whole system

I naturally look for dependencies, handoffs, permissions, edge cases, and downstream impact before narrowing in on one task.

Turning friction into a workflow

I'm good at finding the repetitive or confusing part of a process and making it simpler without stripping away the judgment people still need.

Translating between roles

I'm comfortable moving between builders, operators, stakeholders, and end users, then shaping the solution so the pieces actually work together.

“The work I enjoy most sits in the middle of product thinking, technical execution, and operational reality.”

That combination is what I'm looking to do more of next.

CONTACT

**If this is the kind
of work you need,
I'd love to talk.**

I'm interested in software engineering, automation, product systems, and technical program work where clear thinking and reliable execution actually matter.

mathew.madura@gmail.com

[Mathew John Golf](#)

[GitHub](#)