

Matthew Hutchings, BSc (Hons)

Principal & Platform Architect (AI/SaaS)

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Croydon / London
Remote / Hybrid / 30 mile radius

Contract With View to FT

With over **18 years of experience**, I am **passionate** about bridging the divide between cutting-edge technology and business objectives, and that's why I set up Fewzen Limited, a **technology consultancy** and custom software development. My expertise not only covers the **software development** lifecycle but also extends to improving **business performance** and customer satisfaction.

Soft Skills

Adaptability ★ - Give me any issue to solve and I will.

Navigated critical platform transitions (e.g., Vue.js v2 to v3, OpenCart migration) and maintained high-performance deployment velocity (2,000+ deployments in 18 months) in fast-paced environments.

Analytical Thinking - The devil is in the details, and so am I.

Custom-built a Car Finance Broker CRM by analyzing customer application data and agent performance across disparate systems to create tailored reporting (MySQL Views, BigQuery) for critical business insight.

Communication ★ - I enjoy talking and listening

Consulted and collaborated directly with five diverse business departments (Compliance, Design, Logistics, etc.) to architect and align technical solutions (A2V CMS) with complex operational needs.

Creative Problem-Solving - Bet you my solution will be COOL!

Thinking outside the box is great, but building a new box is even better with developing new features. We can achieve more with fewer resources and better approaches

Customer Service Excellence - The customer is always right.

Increased sales growth at City Electrical Factors through outstanding customer relationship management.

Learning Agility - I don't know everything, and that's okay

Continuously expanded technical proficiency into Node.js, React/Next.js, and LLMs (OpenAI), culminating in the launch of two AI-driven platforms (AI Chatbot, FewzenAI WhatsApp Agents).

Leadership - Need Directions? Go Left.

Acted in a CTO-level capacity during client conversion processes, articulating the strategic value and technical roadmap to successfully close and convert new clients (Intergage Marketing Group).

Project Management - "To Me... To You" - Chuckle Brothers

Managed AllSaved Limited's internal system redevelopment, from planning through to successful deployment.

Curiosity ★ - A question a day keeps stagnation away.

Curiosity and inquisitiveness lead to new possibilities, and I am always asking questions. I enjoy wearing multiple hats - metaphorically speaking.

Resilience - Pressure? It's just another type of fuel.

Demonstrated in fast-paced environments, maintaining high performance under pressure.

Strategic Sales Skills - No's into not yet, and eventually, yes's.

Utilised previous sales and account management experience to execute targeted strategies, turning initial "No's" into successful client relationships and boosting branch sales by 15% (City Electrical Factors).

Team Collaboration - Alone, we're voices; together, we're a harmony.

Managed internal system redevelopments from planning through to successful deployment (Allsaved Ltd) and guided development teams in achieving project milestones, building confidence and collaboration.

Technical Skills

Modern JavaScript Ecosystem Frameworks & Libraries: Next.js (App Router, Server Components), React 19, TypeScript, Node.js principles. Advanced proficiency in Vue.js 2 & 3 (Composition API), HTML5, CSS3, JavaScript (ES6+), and modern styling frameworks like Tailwind CSS and Bootstrap.

Back-end development & Server Management

Experience with **PHP 5.3 - 8.3**, including working with **Laravel 6 - 11**, **Magento 2 + 3**, and **WordPress 5** platforms for web development. Knowledgeable in configuring and managing web servers using Apache and Nginx.

Database Management & Uptime monitoring ★

Experienced in database design and management using **MySQL 5.6 + 8**, including views, and CTE.

Cloud Platforms (Mainly AWS) ★

5+ years of self-taught experience in configuring and managing scalable infrastructure using **EC2, RDS, Lambda, SQS, SES, S3, CloudFormation, VPCs, Route53, and CloudWatch**. Experienced in configuring and maintaining web servers (Apache, Nginx) and leveraging serverless deployment principles (Laravel Vapor).

Package Management & Build Tools - Medium Level

Proficient in package management tools **NPM**, along with **Webpack, yarn, and Vite** for optimising build processes.

Development Practices & Tools

Practiced in Agile methodologies (Scrum/Kanban). Limited experience with **Test-Driven Development (TDD)**.

Programming Concepts

Understanding of **Object-Oriented Programming** and **Functional Programming**. Limited experience in **Test Driven Development**. Basics of **UML**

Real-Time Communication & APIs

Integrated various **RESTful APIs** and cloud platforms for enhanced web functionalities. Used real-time communication technologies including **WebRTC, Pusher, and Ably** for interactive web applications.

Continuous Integration & Deployment

Familiar with setting up **CI/CD** practices in **GitHub** and **Bitbucket**.

Operating Systems

Comfortable working in various environments, including **Windows, OS X, and Linux**. **Bash** and **Command Line** for scripting, automation, and system management

Currently Developing

Next.js + React + Typescript

AYO Platform - Creator Economy SaaS SEPT 2025 - MAY 2026 ★

Lead engineer on a greenfield multi-tenant creator economy platform. Sole architect across 5 repositories, 4,906 commits total, personally responsible for 75.5% (3,706 commits) of all code. Delivered from zero to production AWS infrastructure in 9 months while leading a rotating team of 9 contractors. Built multi-tenant architecture with per-creator subdomain and custom domain routing (CloudFront + ACM). Full API designed and versioned to v1 route structure. OAuth 2.0 across 6 providers with two-token refresh system and httpOnly cookies. WebSocket infrastructure migrated to AWS API Gateway WebSocket for real-time viewer counts, leaderboard updates, and notifications. AWS IVS live streaming channel provisioning and management. Stripe Connect for creator payouts, fan subscription tiers, gift payments. KYC verification via Persona integrated into creator onboarding. Pixel/conversion tracking system for sponsored quest attribution. Penetration test completed and remediation implemented May 2026.

AI Platform Development for Tender Management - A2V Limited

JUL 2025 - OCT 2025

Technical Achievements: ★

- **Architected a New Compliance Ecosystem:** Developed the **A2V Compliance Management System (CMS)** using **Laravel 12** and **React/Inertia.js** to serve as the single source of truth for all supply chain compliance and project data across multiple departments.
- **Launched Real-Time Management Dashboard:** Built a high-performance **Next.js 14 Dashboard (App Router)** with **TypeScript** and **React Server Components**, providing managers with **live project progress** and compliance status updates using **Laravel Echo/Pusher** integration.
- **Integrated Key Enterprise Systems (ERP/PM):** Established direct integrations with **Sage 200 ERP** for automated Purchase Order (PO) imports and **Monday.com** via webhooks, ensuring seamless, real-time data flow and minimizing manual entry errors.

Infrastructure and API Development

- **Leveraged Serverless/Containerization:** Optimized the CMS for **Laravel Vapor** deployment on **AWS** and utilized **Docker** for a consistent, containerized local development environment.
- **Implemented Modern Tooling:** Utilized a unified stack including **TypeScript, Tailwind CSS, and Zod** (for schema validation) across both the Next.js website and the Next.js Dashboard, streamlining development and ensuring type safety.

Stakeholder Engagement & Collaboration

- **Cross-Departmental Collaboration:** Consulted and collaborated directly with **Compliance, Design, Copy, Product, and Logistics Managers** to define requirements and map workflows for the CMS, ensuring the platform accurately reflects and streamlines multi-departmental supply chain processes.
- **Business Goal Alignment:** Acted as the technical consultant for key business stakeholders, translating high-level **category visions into actionable, staged technical requirements** for both the CMS and Dashboard platforms.
- **User Training & Adoption:** Supported system adoption by designing and configuring **Role-Based Access Control (RBAC)** specific to each department's responsibilities, streamlining initial user training and minimizing system friction.
- **Feedback Integration:** Managed the iterative development cycle by gathering feedback from end-users on the **Next.js Dashboard UI** and implementing design changes (using **Tailwind CSS/Radix UI**) to enhance usability for project managers and team members.

AI Consultant - Intergage Marketing Group

SEPT 2024 - JUN 2025

Process Automation & Efficiency ★

- **Automated Business Processes (n8n):** Developed and implemented **20 custom n8n workflows** to automate key aspects of business operations, significantly increasing team throughput—most notably in streamlining the **delivery of comprehensive site audits** for clients.

Leadership & Consulting ★

- **Executive Technical Consulting (CTO Role):** Acted in a **CTO-level capacity during client pitches and conversion processes, leveraging deep technical knowledge to close and convert clients by articulating the strategic value and implementation roadmap of technical solutions.**

Senior Software Developer - Car Finance Broker - Fewzen Limited Client: Automotive Online Limited

JUL 2022 - MAR 2024

Technical Achievements: ★

- **Approved over 2,000 deployments:** to production in 18 months.
- **Created an internal CRM:** using **Laravel + Vue 3 + TailwindCSS**, integrating 10 existing APIs into one platform.
- **Launched an AI Chatbot:** Create an AI chatbot using **Laravel + OpenAI + Twilio**, making it smarter with fine-tuning for better answers. It books meetings and converses so well, - many customers think they're talking to a human.
- **Perfected Tailored Reporting:** With the CRM as the single source of truth of data - Providing detailed reports and insight the business had not had before - using **MySQL Views** with custom filters like agents, date ranges, and data filters.

Advanced Features Implementation:

- Implemented call transcription and analysis using **OpenAI**, extracting actionable insights to improve service quality.
- Developed electronic contract signing functionalities, streamlining the document management process.
- Ensured a smooth transition from **Vue.js SPA v2 to v3**, adopting the **Composition API** for a more maintainable codebase.
- Leveraged **Laravel** to develop dynamic task list screens and an application page for efficient customer and task management.
- Integrated internal reporting features with **Google BigQuery** and **Looker Studio** for data analysis and insight generation.

Data Processing & Analysis:

- Prepared, cleaned, and normalised data for analysis
- Conducted data analysis for key departments to identify issues and areas for improvement, leveraging **MySQL**.

Stakeholder Engagement:

- Worked closely with a team of 10 non-technical stakeholders, ensuring project alignment with business goals and providing regular updates and training sessions to over 60 employees.
- Managed outsourced resources effectively while steering the internal team toward project milestones.

Infrastructure and API Development:

- Configured **AWS services (RDS, Lambda, SQS, SES, Transcribe, S3, Lightsail)** for scalable infrastructure.
- Refactored car search functionality to a **RESTful API**, enhancing system efficiency.
- Implemented an email marketing platform using **Laravel** for automated, event-driven emails.

Performance Analysis and Improvement:

- Participated in code reviews and combined solution planning meetings.
- Undertook comprehensive research on new IT software implementations to drive innovation and efficiency.
- Reviewed **PPC campaigns** to optimise marketing strategies, using **Google Analytics 4** for enhanced tracking and analysis

<p>FewzenAI - Whatsapp AI Agents ★ <u>APR 2024 - SEPT 2024</u></p>	<p>AI Accounts Payable SaaS Platform <u>JAN 2018 - JAN 2020</u></p>
<p>I developed FewzenAI, a WhatsApp AI Agent platform that empowers businesses to create goal-oriented AI-driven agents and manage campaigns seamlessly.</p> <p>Platform Highlights:</p> <ul style="list-style-type: none"> • AI-Powered Agents: Leveraged OpenAI to build customisable agents that respond to customer inquiries, focusing on specific business goals and enhancing customer interactions. • Campaign Management: Enabled businesses to design and execute targeted WhatsApp campaigns, driving engagement and conversions directly from the platform. • Seamless Integration: Integrated FewzenAI with existing CRM systems and contact databases, ensuring smooth data flow and efficient campaign management. • User-Friendly Interface: Designed an intuitive dashboard that allows users to easily set up agents, track campaign performance, and adjust strategies in real-time. <p>Technical Achievements:</p> <ul style="list-style-type: none"> • AI Customisation: Developed features for businesses to tailor AI responses based on customer profiles and interaction history, enhancing personalisation. • Automation & Analytics: Implemented automation tools for scheduling and monitoring campaigns, along with analytics to measure effectiveness and optimise performance. • Scalability: Built the platform to support high volumes of interactions and campaign activities, ensuring reliability and scalability as businesses grow. <p>Impact: FewzenAI has transformed how businesses engage with customers on WhatsApp, streamlining communication and boosting operational efficiency. The platform has proven instrumental in driving targeted customer interactions and achieving measurable business outcomes.</p>	<p>A project to automate accounts payable in the construction industry, using it as a real-world testbed to sharpen my software development and sales skills.</p> <p>Technical Achievements:</p> <ul style="list-style-type: none"> • Email Integration: Built a system supporting multiple email protocols for seamless invoice attachment processing. • Data Extraction & Workflow Automation: Created algorithms for accurate PDF data extraction and automated invoice approval workflows. • Software Integrations: Integrated with major accounting software (QuickBooks, Xero, Sage 50, SimPro) for real-time data sync, boosting efficiency. <p>Sales & Marketing Achievements:</p> <ul style="list-style-type: none"> • Client Acquisition: Used cold calling and networking to secure initial clients, building strong relationships. • Product Demonstrations: Led effective in-person and virtual demos, highlighting the platform's value. • Sales Strategy: Tailored sales pitches to the specific needs of the B2B construction market. • Networking: Expanded the client base through strategic networking and relationship-building. <p>Challenges Overcome:</p> <ul style="list-style-type: none"> • Data Accuracy: Addressed initial issues with diverse invoice formats. • User Adoption: Overcame resistance to cloud-based solutions. • Integration Complexity: Navigated varied architectures of client accounting systems. <p>Outcome: The platform's successful adoption by multiple construction companies improved their efficiency and significantly advanced my technical and sales expertise.</p>
<p>A Personal Note from Me: These experiences weren't just jobs; they were adventures that pushed the boundaries of what's possible in technology and business. They've left me with a toolkit of skills, a portfolio of solutions, and a heart full of stories. The journey was marked by significant challenges, such as ensuring data accuracy and encouraging user adoption. Overcoming these obstacles to see our platform improve our clients' operational efficiency was immensely rewarding.</p>	

<p>Junior Magento Software Developer - Digital Agency ★ <u>JAN 2018 - JAN 2020</u></p> <ul style="list-style-type: none"> • Led feature development from the backlog, contributing to the site's growth. My efforts involved close collaboration with product managers and UX designers to align new features with user needs and business goals. • Code Reviews & Development Standards: Led code review sessions, establishing and enforcing high development standards within the team. • Enhanced: a £20m/year e-commerce site as part of a 10-person team by prioritising the customer-facing features and getting the tasks in the sprint, and then activity marketing the new features to the email list. 	<p>Lead Software Developer - Allsaved Limited <u>JAN 2020 - JUN 2022</u> <i>Fewzen Limited Client:</i></p> <ul style="list-style-type: none"> • Process Automation: Developed a custom form processing application to convert multi page site surveys into JSON, automating subsequent processes for increased efficiency. • Internal Website Deployment: Laravel and Vue within AWS Lambda and RDS environments to deliver internal websites. • Stakeholder Engagement: Collaborated with 5 stakeholders, ensuring project success from planning to deployment and support.
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<p><u>Bournemouth University</u> 2010 - 2014: Business Information Technology BSc (Hons)</p> <p><u>Coulsdon College</u> 2008 - 2010: BTEC National for IT Practitioners Additional A Level in Business Studies</p> <p><u>De Stafford School</u> 2003 - 2008: 7 GCSEs</p> <p>https://fewzen.com https://github.com/matthewhutchings</p>	<p><u>Professional Development</u></p> <ul style="list-style-type: none"> • Completed the Southampton Science Park Catalyst Programme while at ProcureHQ, a structured business acceleration initiative designed for high-potential startups in the technology and science sectors. • Engaged in the Aspire Programme, a comprehensive leadership development initiative designed to cultivate future business leaders within the B2B industry. 	<p><u>Hobbies</u></p> <ul style="list-style-type: none"> • Exploring PlayCanvas / Unreal Game engine to play with data in 3D. • I find thrill and challenge in rock climbing, pushing my limits both physically and mentally. • I am rubbish at DIY - But I love attempting anything. • Gardening - but still can't achieve a nice green lawn - or keep plants alive. <p>★ = Key Achievements (If I had to pick)</p>
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