Matthias Meier

DIGITAL EXPERIENCE LEAD

✉ contact@matthiasmeier.io   🔗 Portfolio   in Matthias Meier

Versatile Engineering Manager and Crypto Native with 10+ years in web development.
Blending deep frontend expertise, product thinking, and a strong eye for design.
I care deeply about building scalable systems, cultivating high-trust teams, and delivering
work that moves the needle - for the users, the business and ultimately the world.

EXPERIENCE (1/2)

Digital Experience Lead ↗   🏢 Bitcoin Suisse AG   📅 Feb. 2022 – Today

Promoted from Senior Frontend Engineer to lead the Digital Experience team, **managing a mostly remote, cross-functional team of 8 across frontend, UI/UX, and QA**. We owned Bitcoin Suisse's three primary **client-facing apps (Web, Mobile, Marketing website)** and supported internal UI systems as needed.

- Served as **frontend architect** across three core applications, co-designing and maintaining a monorepo enabling consistent design and rapid cross-team development. This included a major architectural change to support multiple operating units of Bitcoin Suisse for international expansion.
- Led **hiring and onboarding** of Frontend Engineers and UI/UX Designers, refining the entire process and improving hiring conversion by 3x (from 1st screening interview to successful hire).
- **Reduced Web/Mobile downtime by at least 80%** through improved resiliency practices and strategic alignment with backend teams.
- Drove **documentation** culture, ensuring internal knowledge sharing, smooth onboarding, and CI/CD process transparency.
- Cultivated a strong hybrid **team culture** through rituals, mentorship, and initiatives like remote after-work VR sessions.
- Acted as a **strategic liaison between engineering and business**, aligning technical roadmaps with product priorities and driving a company-wide shift to **data-informed decisions** via PostHog, Sprig, and PowerBI.

Senior Frontend Engineer ↗   🏢 Move Digital AG   📅 Sep. 2019 – Dec. 2021

Led the migration to TypeScript and Redux Toolkit for a **structured products app**, working within an international remote team. Mentored developers on modern frontend practices and authored company-wide TypeScript guidelines. Also conducted technical interviews to support frontend hiring.

Lead Frontend Engineer ↗   🏢 Run my Accounts AG   📅 Dec. 2016 – Jun. 2019

Oversaw frontend development of the customer portal (accounting), **introducing Angular, TypeScript, and RxJS best practices** to the team (BE and Full-Stack Engineers). Took ownership of architectural decisions, defined standards for maintainable components, and collaborated with stakeholders to **design and implement improved UI/UX**.

Frontend Engineer & 3D Artist

🏢 Toasted GmbH 📅 Feb. 2016 – Nov. 2016

Contributed across disciplines at this startup: I developing the **web platform for the Toasted Challenge** with integrated social features for team interaction and leveraged my 3D design skills to create **high-quality visual renders** of physical challenges, used in marketing and promotional content.

Cyberdefense Soldier

🏢 Swiss Army 📅 Mar. 2015 – Jan. 2016

Serving at the Swiss Army (all mandatory days done in one go - no more WK's).

Frontend Engineer

🏢 Dealini AG 📅 Aug. 2013 – Oct. 2014

Built a **responsive web app** for Valora's "Monsterdeals" campaign, enabling users to redeem collectible codes via mobile and web. Took ownership of the tech stack evaluation, selecting AngularJS as the SPA framework and Bootstrap as our UI library.

SKILLS

Frontend Architecture & Development

Expert in React, TypeScript, CSS
Experienced in AI Tooling, GraphQL, Redux, Websockets, React Native, Azure DevOps, Next.js, NX, Angular, RxJS

Team Leadership & Mentorship

Proven track record leading cross-functional, hybrid teams with strong retention and high output

UI/UX Design Sensibility

Unique strength in bridging engineering and design, with hands-on experience in UI/UX, 3D modeling, photography, videography, and a strong understanding of visual aesthetics

Strategy & Stakeholder Collaboration

Skilled in translating business goals into technical direction

Tech and Design Hiring

Extensive experience in designing and applying effective hiring processes.

Languages

German and English

EDUCATION

Local LLMs and AI Agents

📖 Online Self-Study 📅 2024 - Today

GraphQL Workshop

📖 GitNation 📅 2019

Machine Learning and Deep Learning

📖 DeepLearning.AI 📅 2019

Computer Science Application Development

📖 IMS Hottingen, Zürich 📅 2010 - 2014

3D Art & Animation

📖 Online Self-Study 📅 2009 - 2016

PERSONAL INTERESTS

Everything technology (AI, Crypto/DeFi, VR, privacy), sports, yoga, sim racing, motorsport, videography, fotography, nature, hiking, FPV drones, music, reading, percussion, didgeridoo, art, philosophy, psychology