

# Zachery Gentry

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## Professional Summary

Passionate Software Engineer with over 5 years of experience in designing, developing, and managing complex applications and software solutions, including significant experience in the sports betting industry. Specialized in web and mobile development, recognized for exceptional problem-solving skills and the ability to work effectively in team environments.

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## Skills

- **Languages**
    - Dart, JavaScript, Python
  - **Frameworks and Technologies**
    - Flutter, React, Node, Next.js, AWS, Firebase, Supabase
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## Professional Experience

### Simplebet, NYC, New York

*Software Engineer, Games Team*

**04/2022-Present**

- Won 2022 MVP award for “Think Different”
- Core Frontend Developer for the Betr sportsbook mobile app, playing a pivotal role in its development from inception to launch
  - Led the end-to-end development process, ensuring the app was built, published, and received jurisdictional approvals across several states within a stringent six-month deadline
  - Collaborated closely with the Design Team to enhance user experience (UX), successfully translating design concepts into functional and intuitive app features
  - Partnered with the Backend Team to optimize payload structures, ensuring seamless data integration and efficient performance
  - Spearheaded the integration of real-time data using socket connections with the Phoenix framework, enabling innovative micro-betting features that distinguish the app in the market
- Facilitated development for a “Watch and Bet” feature in collaboration with the YES Network, enabling thousands of users to engage in free-to-play betting while streaming Yankees, Nets, and Knicks games
- Spearheaded the engineering efforts for developing animated live game trackers for football and basketball, leveraging play-by-play events from the backend to create seamless custom animations and graphics
  - Contributed to the Flutter Flame open-source repository, addressing a critical bug that impacted our project

- Collaborated with DraftKings to integrate this feature on their platform, where it has been widely acclaimed as an innovative product
- Developed and successfully implemented an internal Flutter package designed for handling AWS IVS streams, enabling live streaming capabilities in collaboration with the IFL
- Led the engineering efforts to create an interactive video center for LIV Golf, designed as a web embeddable feature
  - This innovation allows users to engage with LIV tournament streams interactively, including accessing group and player stats, round statistics, switching between hole streams, and viewing play-by-play data
  - Spearheaded the project from inception, establishing the application architecture, state management practices, and CI/CD processes
  - Enhanced user experience by exposing relevant betting opportunities throughout the app navigation

**Zeal IT Consultants, Dallas, Texas**  
**Software Engineer**

**12/2018-04/2022**

**Client: TradeStation**

- Delivered solution to create and edit 3rd party API keys
- Created custom internal dashboard using React and utilized Auth0 Management API for key editing / creation
- Setup secure backend using Node and hosted on AWS in custom EKS cluster

**Client: McKesson**

- Worked on software that enables pharmacies to manage their drug inventory levels
- Enhanced legacy .NET project to add value for paying customers with new features
- Work was full stack: Included creating the UI & design, setting up SQL tables, creating new API endpoints

**Internal Project: HOOT!**

- Founded a startup dedicated to developing a reading app for children, emphasizing support for learning and physical differences, diversity, non-traditional family structures, and social-emotional learning
- Directed all engineering efforts, building the app with Flutter to ensure a flexible and user-friendly experience
- Designed a custom admin dashboard using React for streamlined content management
- Leveraged Firebase for authentication, database management, and storage solutions
- Engaged with numerous school teachers to gather feedback, enabling continuous iteration and enhancement of the product based on real-world educational needs

**Client: HuKitchen**

- Developed Node.js scripts to aggregate order data from multiple sources into a unified, streamlined rollup for enhanced readability
- Conducted in-depth analysis of the consolidated data to identify and highlight problem areas throughout an order's lifecycle
- Implemented a real-time health dashboard, enabling clients to monitor combined data and set alerts for anomalies like late orders

**Internal Project: Eventify - [View in App Store](#)**

- Developed a Flutter-based app designed for event creators and vendors, facilitating seamless event creation and payment collection

- Integrated Firebase for authentication, database management, storage, analytics, and cloud functions
- Managed the app's build and deployment processes for both the App Store and Google Play

**Client: TradeStation**

- Migrated on-premise services to AWS utilizing CloudFormation for streamlined infrastructure as code (IaC) deployment
- Developed a financial chatbot for Facebook Messenger using React, Node.js, and DialogFlow, enhancing user engagement through interactive financial guidance

**State Farm, Richardson, Texas**  
**Software Engineering Internship**

**05/2018 - 12/2018**

- As a member of the DevOps team in an agile setting, I focused on boosting developer efficiency
    - Developed a dashboard to monitor environmental health, employing React and Material-UI for the front end
    - For backend services, I utilized PostgreSQL and Node.js, including the creation of a custom API for efficient database queries
    - Crafted an internal tool to track production performance metrics, integrating Kubernetes and Kafka for robust, scalable monitoring
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## Projects

**Flutter UI - [Website](#)**

- Launched an online business leveraging my expertise in Flutter UI development, offering access to curated code snippets
- The platform was developed using Next.js and Tailwind for the frontend, with Supabase for backend services, and deployed via Vercel
- Successfully grew organic search traffic to approximately 3,000 unique visits per month
- Currently focused on enhancing the conversion rate to achieve a target of 1-2%

**Toss the Pigs - [View in App Store](#)**

- During college, developed mobile game based on a popular dice game utilizing Unity
  - The game has been enthusiastically received, amassing over 20,000 downloads across iOS and Android platforms and earning a 4.7-star average review rating
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## Education

B.S. in Software Engineering, August 2016 - May 2020  
University of Texas at Arlington, Arlington, Texas

Graduated Magna Cum Laude, Dean's List, Honor Roll. Served as President for Mobi, a student organization that aims to teach students how to create apps, websites, games and more