

Mattias Hising

Software Engineer



Not available for new consulting engagements — Currently fully booked

Action-oriented, business-driven and "people first" Software Engineer. **25+ years of experience** building products on the web, apps for mobiles, and games for PC, console and mobile. I prefer Open Source over proprietary software. I love products that solve a **real problem for users** — and I believe the only way to know if you're actually solving it is to **measure it**.

Through my career I have had different roles: **Team Lead, Tech Lead, Technical Director, Solution Architect, Lead Developer, Principal Engineer, Software Engineer, Product Manager** and **Product Owner**. As long as I am part of a great team, I do not care that much about the title. A consistent thread through all of them has been building on data — **instrumenting products** from day one, running **experiments**, and giving teams the numbers they need to make **confident decisions** instead of educated guesses.

I'll take a curious **junior dev with a point of view** over a senior who just wants to decide any day. Title doesn't make the argument better. I believe in **full transparency** in an organisation — about priorities, decisions, mistakes and money. Teams work better when everyone has an **equal voice** and nobody hoards information to stay relevant. The people who carry the **risk should carry the upside** too.

I love **automating things** — if I do something twice I start thinking about how to not do it a third time. LLMs fit naturally into that: they take on the repetitive and mechanical parts, help me **get up to speed on things I don't know well enough**, and **structure well-defined problems into concrete pieces** I can work through one at a time.



Welcome +10 XP

If I started a greenfield project today: **Go or Rust** for the backend, **Web Components or Svelte** if there's a web frontend, and **Godot** if it's a game.

EXPERIENCE



Frontend Architect (Contractor)

2026 -

Helping SEB build a solid frontend architecture and share practices and patterns across teams.



Consultant

2026 -

Doing consulting work for Castra AB:s customers, tech lead, team lead, solution architect, software engineer. Focus on architecture, coaching and building solutions for web and mobile.



Team Lead

2023 - 2026

- Senior Software Engineer in a cross functional team delivering a booking service to restaurants.
 - Team Lead and Senior Software Engineer (Fullstack) building the new technical platform for Caspeco's SaaS serving thousands of customers.
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Toyota Material Handling

Software Engineer (Contractor)

2023

Working on SaaS (I_Site) for managing fleets of forklifts. Part of a small team focusing on rebuilding the site to a new tech platform with better UX. Node, React, TypeScript, C#, Azure.

Lyko

Software Engineer (Contractor)

2022 - 2023

Part of a small team that built and launched the Lyko app on iOS and Android (React Native). App reached the top of the e-commerce and general free apps charts in Sweden quickly.

- Focus on building the social experience of the app (Stories, reels etc)
 - Part of small team delivering a top class app on time
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Star Stable Entertainment

Technical Director (Contractor)

2021 - 2022

- Setting up basic architecture for new game/IP
 - Building toolchain for enabling faster iterations for game team
 - Choosing game engine and cloud platform for new game/IP
 - Building a platform for content writers to manage the storyline of the game
 - Hiring of game developers
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Solution Architect (Contractor)

2020 - 2021

Helping UC move their customer-facing properties (Allabolag/Proff etc) to a single platform with shared code (Node.js, Next, React, TypeScript) from legacy systems (PHP, Java). Focus on architecture and coaching the team to adapt to new technology.

 **STI (Stockholms Tekniska Institut)**

Teacher (Contractor)

2020

Teaching a group of students JavaScript — deep dive into modern features, best practices, and setting up a development environment built for quick iterations.

 **Castra AB**

Consultant

2020 - 2023

Doing consulting work for Castra AB:s customers, among them UC, Lyko and Toyota Material Handling. Focus on architecture, coaching and building solutions for web and mobile.

 **Embark Studios**

Software Engineer (Contractor)

2019 - 2020

Working on internal tools (React, Svelte, MobX) for an AAA-game in development. Building technical tracking solutions and deep-link infrastructure. Improving the user experience for in-house daily playtests.



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Activision/Blizzard (King)

Principal Engineer (Contractor)

2018 - 2020

Working within the Experimentation Group at King. Built a platform making it easier for game teams to try out new features before release. Tools making experimentation data more accessible across the organization. Fullstack: Node, Vue, Firebase, Google Cloud.

Electronic Arts (DICE/Uprise)

Product Manager & Analytics Studio Lead

2016 - 2018

Leading all analytics efforts at studio level. Building in-game UIs for the Battlefield franchise and Companion experiences for Battlefield and Star Wars Battlefront. Building infrastructure for telemetry, analysis and dashboards. Setting the data/analytics roadmap for features and products.

Electronic Arts (DICE)

Software Engineer

2013 - 2016

Building large scale web solutions and Companion applications for Battlefield 1, Star Wars Battlefront, Battlefield Hardline and Battlefield 4. Overall studio responsibility for analytics and telemetry architecture. Lead Software Engineer on Battlelog for Battlefield Hardline. Application Lead for the Battlelog Tablet app (iOS, Android and mobile web).



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vsJack

Cofounder / Software Engineer

2012 - 2013

Part of a small team delivering the vsJack platform — a new way of playing blackjack against other players instead of the casino. Designed and built the full web stack from frontend to backend integration with payment processors.

Blogg.se

Software Engineer

2011 - 2012

Focus on making the PRO-feature more monetization-friendly. Implemented new features and improved user experience for the PRO subscription.

Ongame AB / bwin Games

Product Manager / Lead Developer

2005 - 2011

Backlog owner for two development teams. Product manager for Achievements, Hand Based Promotions and Web-in-Client. Lead Developer for Front-End Integration Team with architectural responsibility for the web front-end. Increased conversion rates by ~35% on PokerRoom.com.

Tre (Hi3G)

Software Engineer

2002 - 2005

Responsible for front-end architecture serving mobile devices for operator 3's portal. Part of a Performance Task Force before launch of Europe's first 3G network.

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Framfab

Software Engineer

2000 - 2001

Lead Front-End Developer Consultant for multinational companies including Electrolux, SAAB, Packard Bell and Unilever.



Udac (now System)

Software Engineer

1999 - 2001

Early career software engineering role in Uppsala.



Yetric AB

Founder

2007 - present

My own company. Consulting as Mobile, Web and Product Developer while also building and running independent products and a content network with 50+ websites.

SKILLS

CORE

Software Engineering,
Iterative Development,
Data-Driven
Development , Team
Building, Hiring,
Technical Interviews,
Mentoring, Architecture
Reviews, Coaching,
User Experience,
Product Management,
Analytics & Telemetry

LANGUAGES

JavaScript, TypeScript,
Python, Go, Scala, SQL,
PHP, Java, C#

FRONTEND

TypeScript, React,
Svelte, Vanilla JS, ES6+,
Webpack, Vite



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A big part of my career has been instrumenting products, building analytics pipelines, and turning usage data into actual product decisions — not vanity metrics. At DICE, King and EA this meant owning telemetry architecture end-to-end. The goal is always the same: make the next decision easier to make with confidence.

BACKEND

Node, Go, C#, Python, Scala, Java, PHP

FRAMEWORKS

React, Next.js, Astro, Svelte, Express, .NET, Entity Framework, MobX, Zustand, Flask, React Native, Unity, Laravel

TOOLS & INFRASTRUCTURE

Git, GitHub Actions, Docker, Podman, Claude Code, GitHub Copilot, Codex, MySQL/MariaDB, Redis, Memcache, Nginx, SignalR, AWS, Google Cloud, Azure, Terraform

EDUCATION

Uppsala University

1995 - 1999

- Computer Science, Institute of Information Science
- Political Science
- Economics



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