

Max Proske

Software Engineering Manager

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Hands-on engineering leader and Docker Captain with 10+ years of experience scaling secure web apps for millions of users, and 5+ years building high-performing teams. Player-coach, passionate about driving dramatic growth within myself and my team 1% every day. Seeking an EM role to continue growing at a customer-obsessed, multi-product company.

EXPERIENCE

SIX12

Director of Software Engineering

5/2023 – Present

- Delivered a 2.0 loyalty platform **from concept to 5 million users**, securing a long-term partnership with a Fortune 500 company, boosting ARR 240% from \$1M to \$3.4M.
- **Eliminated 8 hours of manual work per week** for 3 non-engineering staff by spearheading the practice of reusable, Claude-driven workflows, through tailored 1:1 enablement sessions.
- Achieved **operational autonomy** within my fully remote team by establishing a culture of ownership, through setting clear innovation and AI proactivity norms. Team size: 4 SDEs, 2 PMs.
- Enabled **15 concurrent project deliveries with zero incidents**, through optimizing each cross-functional phase of the software development life cycle.
- Ranked **Top 20 Fastest-Growing** companies in BC, by enabling the CEO to focus on business development, through taking responsibility for all technical strategy. 2 new clients signed.

Software Engineering Manager

1/2021 – 5/2023

- **Hired and mentored 3 engineers from junior to senior roles** with 0% attrition, by creating personalized career plans aimed at rapid ownership progression and trust. Team size: 3 SDEs.
- **Cut engineer onboarding by 6 weeks**, through a streamlined security bootcamp and local-stack setup, and enabled new hires to ship their first PR within 2 days.
- Designed and implemented **incident response plan** and **multi-cloud redundancy** to reduce operational risk and ensure business continuity.

Senior Full Stack Engineer

1/2020 – 1/2021

- Kept **infrastructure costs below 1% of revenue** while supporting 174% user growth YoY, by establishing a competitive culture of lean service design and cloud resource monitoring.
- **Accelerated project delivery by 2x** through migrating all products from legacy PHP/JS to a unified Next.js TypeScript stack with feature flags on managed cloud services.

Full Stack Engineer

4/2016 – 1/2020

- Architected and built a high-throughput, resilient SMS API into a core monetization channel, processing **100 million+ text messages** with 99.995% availability over 10 years.

EDUCATION

B.Sc. Interactive Systems • Simon Fraser University

OPEN SOURCE

Docker Captain • 2nd recipient in Canada. Advise product teams pre-GA. Conference speaker.
Lead Maintainer, Flash Flash Revolution • Longest running online rhythm game (2M users since 2002)

LEADERSHIP SKILLS

- Driving process change & org-wide adoption
- Talent retention & performance coaching
- Scaling Product-Design-Engineering triads
- Turning technical visions into workback schedules using agile & waterfall
- Capable, confident and personable demeanor, with strong interpersonal skills

ENGINEERING SKILLS

- **Languages:** TypeScript, React/Next.js, Go, PHP
- **DevOps:** Docker, Kubernetes, AWS (EKS, Lambda, RDS), DigitalOcean, CI/CD with GitHub Actions, OpenTelemetry, Terraform
- **Databases:** Postgres, MySQL, MongoDB, Redis
- **Security:** Audits, cloud, web app, pen testing