

HEY@MLAWS.CA ▪ MLAWS.CA ▪ 647.667.7505 ▪ TORONTO ▪ MARTINLAWS ON GITHUB AND LINKEDIN ▪ I AM A TECHNICAL WILDCARD: EQUAL PARTS SOFTWARE DEVELOPER, DESIGNER, AND PRODUCT STRATEGIST. ▪ IT'S A SKILLSET AND PERSPECTIVE I'VE HONED OVER A CAREER SPENT HELPING ORGANIZATIONS OF ALL SIZES IMPROVE DEVELOPMENT AND DESIGN PRACTICES – DRIVING REAL VALUE BY SHIPPING WEB EXPERIENCES CLEARLY BUILT BY PEOPLE WHO LOVE WHAT THEY'RE DOING. ▪ I SPEAK ACROSS DISCIPLINES AND BRING COMPLEXITY DOWN TO EARTH, HELPING TEAMS NAVIGATE FROM CHAOS TO CONFIDENCE WITH CALM AND CAMARADERIE.

WORK EXPERIENCE

SHOPIFY 2020-PRESENT
STAFF SOFTWARE DEVELOPER
ENGINEERING MANAGER
SENIOR UX DEVELOPER

At Shopify, I've fused and levelled up everything I've learned to grow and lead teams and the technology they deliver. As a Staff Developer focused on Custom Data and Assets, I'm responsible for Images, Videos, Files, 3D, Metafields, and Metaobjects across Shopify.

Prior to this, I managed Shopify's App Developer Experience team, where I was responsible for the user interfaces, APIs, and tooling that make it possible for developers to build apps on Shopify's platform. I grew the team from 3⇒12 and took pride in fostering an inclusive engineering culture that celebrated innovation and continuous improvement. My leadership has resulted in more intuitive, powerful experiences for Shopify developers; and career growth for the folks I managed.

LOW TIDE CONSULTING 2019-2024
FOUNDER

I did some of my most ambitious and creative work as the founder of my own UX development studio. I worked with exceptional clients including The Globe and Mail, where I reimagined the technology powering their subscription experience: providing consulting, strategy, and expert front end development services. Building my own practice allowed me to pivot from exclusively building functional, practical tools to creative projects. I delivered technical prototyping for a variety of startups, helping them quickly bring new ideas to market. I built high-trust, no-bullshit client relationships and learned the hard truth that you can't ship truly *great* products without a team *having a great time* building them.

LIGHTHOUSE LABS 2016-2020
WEB DEVELOPMENT INSTRUCTOR

I shared my evolving expertise and supported new developers as an instructor at Lighthouse Labs. This included weekly lectures on a range of topics, including advanced workshops on modern JavaScript, React, Vue.js, and CSS best practices. I co-authored curriculum material taught in eight cities to over 2,000 students.

AMPLE ORGANICS 2017-2019
FRONT END DEVELOPMENT LEAD

This is where I lived the "startup dream". Joining as employee ~30, I led the front-end team's 4x expansion while the company grew to 110+ employees, dominating >85% of the Canadian seed-to-sale Cannabis compliance software market and powering its legalization nation-wide. I shaped technical strategy with executives, levelled up product interfaces, designed team structures and HR processes, and implemented a FED<>UX lifecycle. I managed all front-end developers, modernized the tech stack, and was ultimately responsible for all user-facing apps and open-source projects.

INDEX EXCHANGE 2016-2017
UX DEVELOPMENT LEAD
FRONT END DEVELOPER

As UX Development Lead at Index Exchange, I fused my Design and Engineering skills to help propel the world's #3 programmatic advertising company. I championed modern front-end dev and design tooling as the only developer on a four-person design team, interfacing with >200 software engineers. I shipped rapid prototypes and top-notch user experiences with a hyper-talented design team. Simultaneously, I designed and delivered workshops across multiple cities to elevate teams' front-end skillsets company-wide.

CANADIAN ACCREDITED INDEPENDENT
SCHOOLS (CAIS) 2014-2015
MULTIMEDIA DEVELOPER

This is where my tech journey began. I was responsible for digital + multimedia + print marketing initiatives for 26 boarding schools across Canada. I built websites, email campaigns, filmed + edited videos, and lots of graphic/visual design. I drove from Vancouver Island to Nova Scotia visiting these schools, meeting students + educators, and marketing them internationally.

PUBLIC WORK

PUBLIC SPEAKING ↗

I've presented at tech conferences across Canada and the United States on a variety of topics, my (current) favourite being: Design Thinking for Developers at FITC Web Unleashed.

02 PUBLIC WORK

SHOPIFY PRODUCT TAXONOMY ↗

I led Front End Development on Shopify's flagship product taxonomy, custom category metafields, and the AI functionality embedded across both.

CUSTOM APPS IN SHOPIFY ADMIN ↗

I led the team that rolled out Custom Apps in the Shopify merchant admin.

SHOPIFY COMMERCE AWARDS ↗

I led the technical execution of Shopify's Commerce Awards campaign.

EDUCATION

GEORGE BROWN COLLEGE
CULINARY ARTS CERTIFICATE
SCHEDULED TO COMPLETE IN 2025

LIGHTHOUSE LABS
FULL STACK WEB DEVELOPMENT
2015

CARLETON UNIVERSITY
B.PAPM SOCIAL POLICY
DROPPED OUT TWICE, ON PURPOSE,
MOSTLY
2011-2014



03 EDUCATION

