

Mikael Gustavsson

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Profile

I have loved programming since I first copy-pasted BASIC programs from the manual of my dad's Spectrum ZX when I was 7 years old. A fascination for computer games led me to pursue a M.Sc in computer science and after that I have worked in several startups as lead developer / CTO as well as an independent consultant.

I lived in China for 4 years and built a social networking site there with millions of users, built everything from iOS/Android apps to global DNS infrastructure systems. I have spent most of my professional career doing systems architecture, web backend development and getting to know way too much about SQL databases. My preferred weapon of choice is Go+Postgres+AWS but I am always pragmatic when it comes to choosing the right technology for the situation.

I enjoy difficult technical challenges but always keep a focus on designing and building systems that gives value to the user and the business. I value simple and efficient designs, and building processes that enable fast iteration and removing obstacles to getting things done. As a team leader I focus on individual responsibility and very high quality standards. Age 40, lives in Stockholm, Sweden.

In my free time I enjoy working out, playing with my daughter, trying to improve my Chinese and spending too much money making weird noises on hardware synths.

The last 7 years I co-founded and built Massfluencer.com, a world-leading Influencer Marketing platform. I am currently looking for new challenges in systems architecture, backend development or systems programming.

Experience

COFOUNDER & CTO, MASSFLUENCER.COM, STOCKHOLM/SINGAPORE, 2017-2023

At Massfluencer I was the main systems architect and lead backend developer for our Influencer Marketing platform. The system handles ingesting immense amounts of data from social media to build a large global database of influencers, analysing these accounts and their reach, follower demographics and quality through statistical analysis and NLP processing. Features of the platform includes: scouting, campaign management, communication tool, content approval, data gathering, reporting and payments.

Users of our platform: Disney, Arla, Unilever, Spotify, L'Oreal and many more.

Technologies: Go, Postgres, AWS (RDS, S3, EC2, SNS, SES, Lambda)

CONSULTANT, OWN COMPANY, STOCKHOLM, 2012-2017

Worked mainly with backend development and mobile apps, some of the clients I worked for:

Netnod AB, worked on their in-house DNS system. Developing a microservice architecture for administration and global propagation of DNS data.

Technologies: Go, Postgres, Terraform.

Native mobile app development for Castrol Oil, Nordic Wheels AB, Chinese property developer BanShanBanDao.

Technologies: Obj-C/iOS and Java/Android.

CTO, P1.COM, BEIJING, 2008-2012

Responsible for designing and developing the platform powering the P1.COM social networking site which had over 1 million members. Managed a development team of up to 12 people. The company later pivoted into building a Chinese version of Tinder called Tantan which was sold for 700M USD in 2018.

Technologies: Ruby on Rails, PHP, Go, MySQL.

GAME DEVELOPER, JADESTONE, STOCKHOLM, 2007-2008

I did my master thesis on 3D graphics engines for mobile games at Jadestone Group AB in 2007. As a part of this thesis I developed a graphical demo called “Kodo” which later won the Achievement in Art award at IGF Mobile 2008 in San Francisco. I also worked on the mobile game “Dirk Dagger and the Fallen Idol” which won the best gameplay award at MWC Barcelona 2008.

Technologies: C++, OpenGL ES, Symbian OS

Education

KTH, Royal Institute of Technology, Stockholm — M.Sc. Computer Science, 2002-2007

Skills

TECHNOLOGIES

Languages: Go/Golang, C/C++, Java, Python, Obj-C, C#, Rust, Zig, Odin.

Databases: PostgreSQL, RDS, Redis, MongoDB.

Systems: Linux administration, AWS (RDS, S3, EC2, SNS, SES, Lambda).

Other technologies: Git, Graphics programming (OpenGL, Metal, Vulkan, Unity/C#).

SPOKEN LANGUAGES

Swedish (native), English (fluent), Mandarin (intermediate), German (basic), Japanese (basic).