



Yifei (Wifi) Ma

Full Stack Engineer & Product Lead

I've engineered mail servers that deliver millions of messages with 99.99% uptime, co-authored core APIs, built web applications with seamless UIs and shipped a huge range of products. You can drop me into any environment and I'll hit the ground running.

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WORK EXPERIENCE

Full Stack Engineer & Product Lead SMTP2Go

07/2021 - Present

Reliable & Scalable Email Delivery Service

Achievements/Tasks

- Pioneered the [Email-to-SMS](#) product.
- Built a distributed, asynchronous mail engine to handle millions of monthly messages.
- Established internal protocols and onboarded support/admin teams.
- Maintained 99.99% uptime in the face of exponentially growing usage.

Software Engineer OPMC

02/2021 - 07/2021

eCommerce Solutions

Achievements/Tasks

- Modernised the [PDF Watermark](#) plugin.
- Developed features for the [MYOB](#), [NZ Post](#) and [Windcave](#) integration plugins.
- Stabilised critical outages.
- Contributed to custom plugin development.

EDUCATION

Bachelor of Computer Engineering, First Class Honours University of Canterbury

02/2017 - 11/2020

INTERESTS

What better way to reclaim my fleeting youth than gladiatorial battle? For the past two years, I've trained 2 hours a day, 6 days a week in Muay Thai/K1 Kickboxing. I've fought 3 times, entertained hundreds of fans and lost 27 kilos in the process.

"If your dreams don't scare you, they aren't big enough." - Muhammad Ali

SKILLS

Product UI/UX: Figma, Vue.js, React

Backend Systems: Go, Python, PHP

Databasing: PostgreSQL, MySQL

Cloud Infrastructure: AWS, GCP, Akamai

Automation & CI/CD: Bash, CircleCI, Git, Node.js

PROFESSIONAL PROJECTS

Email-to-SMS Product Development

- Automating SMS is hard, automating emails is easy.
- Instead, the user sends emails to "+64xxxxxxx@sms.smtp2go.com". Email-to-SMS extracts the destination, content and user settings.
- It then integrates with mobile carriers to deliver the message.
- Incoming SMS are forwarded to the user's email.

Telnyx Integration

- Integrated Telnyx APIs to enable SMS sending, number provisioning and automated compliance.
- Handled delivery receipts and webhook events for real-time message lifecycle tracking.
- Leveraged messaging profiles and managed accounts to implement per-customer isolation.

Asynchronous Distributed Mail Engine

- Email-to-SMS consists of tens of servers across (almost) every continent.
- Traffic is managed by a load balancing, auto-routing algorithm that avoids problematic servers.
- Incoming traffic is quickly spooled into a local database, freeing SMTP ports.
- Each server dives recursively into MIME structures to retrieve content.
- Modular servers can be added or removed independently.

Number Verification Compliance Process

- The leading cause of verification failure is insufficient proof of opt-in.
- Built a fully compliant, customisable opt-in form template.
- Customers use dropdowns and checkboxes to build their own fully compliant opt-in forms.
- These forms are accessible via the SMTP2Go app, can be exported to the user's own website or (most importantly) used as proof of opt-in.