

MATHEW HOGG

<> LEAD WEB DEVELOPER & FOUNDER

MH

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PROFILE

Entrepreneurial Web Developer and Founder with 11+ years running Blackwell Media. Delivering end-to-end digital solutions: from responsive frontend design to Linux server administration and hardware implementation. Versatile technologist experienced in SaaS development, e-commerce, game creation, and leveraging modern AI tools to optimize digital workflows.

EXPERIENCE

Founder & Lead Web Developer

Mar 2015 – Present

Blackwell Media | Faro, Portugal

- > Founded and scaled a digital agency, managing full-lifecycle web development projects for a diverse B2B and B2C client portfolio.
- > Architected and deployed responsive, high-performance websites and SaaS platforms using HTML5, CSS3, Node.js, and CMS (WordPress, OpenCart).
- > Engineered robust server infrastructure leveraging Proxmox, Linux environments (Ubuntu, Debian, CentOS), and cPanel to guarantee 99.9% uptime.
- > Optimized operational workflows by integrating advanced AI tools (OpenAI, Gemini, Mistral), reducing development latency and improving delivery.

Web Developer (Contract)

2014 – 2016

The Little Chocolate Shop | Remote

- > Architected an e-commerce platform using OpenCart, managed domain infrastructure, and provided ongoing technical support.

KEY PROJECTS

Biometric Password Manager (Hardware)

Managed the full lifecycle of a biometric hardware password manager, coordinating international teams from initial concept to physical manufacturing.

SaaS Website Builder

Co-developed a Software as a Service (SaaS) website builder, utilizing complex WordPress plugin integrations and collaborative workflows.

Game Development

Built 2D HTML5 Canvas games using Box2D physics and Construct. Successfully compiled and published Android APKs directly to the Google Play Store.

CORE TECH STACK

- HTML5, CSS3 & Node.js
- MySQL
- Linux (Ubuntu, Debian, CentOS)
- Proxmox & cPanel
- WordPress, OpenCart, Prestashop
- Game Development
- AI (OpenAI, Gemini, Mistral)
- Hardware, Networking & CCTV
- DJI Drones

SOFTWARE & TOOLS

- > VS Code, Notepad++
- > Adobe Photoshop, Illustrator & Paint.NET
- > Filmora
- > Blender
- > Proxmox
- > Microsoft Office Suite
- > OBS & SAM Broadcaster Pro

EDUCATION

BA (Hons) Web & Multimedia

Teesside University

2014 – 2017

Level 3 Diploma in IT - Software

Darlington College

2012 – 2014

Short Course on Digital Gaming

Dumfries and Galloway College

2009

INTERESTS & VOLUNTEER

- Game Server Host (2011-Pres): Run & manage PC game servers.
- Community Moderator (2016-Pres): Dispute resolution & engagement across Discord and various platforms.
- Frag Radio Presenter (2014): Live broadcasts using audio codecs.
- Computer Hardware: Building, troubleshooting & following tech trends.



