



MATTHEW PRITCHETT

Solutions Director | Senior Software Engineer

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Summary

Matt seeks to create compelling experiences online that engage both customer and business through the application of solid Architecture, strategic planning, valid, DRY, and responsive code as well as strong relationships and excellent leadership. Matt brings over 17 years of experience to solving complex problems within teams, solo, and leading teams of engineers, designers, and stakeholders in ways that both educate and empower everyone to continue growing together.

Experience

Wound Care Advantage (WCA)

Full Stack Data Engineer

Remote

08/2025 - Present

Wound Care Advantage helps hospitals and health systems run outpatient wound care and hyperbaric oxygen (HBO) programs. I work on Luvo, the Laravel and Vue platform our clinics, hospital partners, and internal teams use for reporting, compliance, education, and communication.

- Built Luvo's reporting platform, including reusable chart, stat, and KPI components, configurable dashboards with favorites, and Clinical, Operations, Products, Patient Happiness, and Patient Reminders pages with year-over-year comparisons and goals, replacing legacy Tableau reports.
- Launched organization dashboards for multi-hospital health systems with clinic maps, vital signs, business reviews, and region and tag filtering, backed by nightly roll-up tables that made reports faster and more accurate.
- Created Redash dashboards for HBO logs, admissions, payer mix, referring providers, and the impact of patient reminders on missed visits, and trained staff on how to request data analysis from the dev team.
- Designed and deployed a code mapping system that translates EMR codes from NetHealth imports into standardized Luvo Codes, with FHIR-based defaults, auto-matching, backfills, queued processing, and an import error log.
- Researched and built an Epic EMR integration covering OAuth 2.0 backend authentication, FHIR bulk data imports, nightly incremental updates, data mappers, and PHI-safe logging, and wrote the feasibility report, timeline, and cost estimates for leadership.
- Introduced AI to Luvo by recommending models and PHI guardrails on AWS Bedrock, then shipping AI summaries on report pages with a prompt manager, versioning, previews, and caching, tuned to respond in under 10 seconds for less than \$0.02 per call.
- Created a searchable Resources library for documents and videos using Laravel Scout, Meilisearch, and AWS Textract OCR, with categories, version history, file previews, and search analytics.
- Expanded HBO Logs for hyperbaric chamber compliance with fire safety and maintenance logs, audit-ready PDF exports, alerts, and guided product tours.
- Shipped a new product catalog with health system and clinic formularies, a reusable dashboard carousel, targeted in-app notifications, and a Mailchimp integration.
- Strengthened quality with parallel test runs, Pest feature and browser tests, mutation testing, security and code quality audits, and code reviews.

Saturday Drive

Cleveland, Tennessee

Solutions Director

04/2019 - 08/2025

Saturday Drive specializes in creating innovative software solutions for diverse business needs, enhancing user experience and operational efficiency.

- Developed innovative ecommerce and telemetry systems, enhancing business capabilities through improving SQL efficiency and creating a bespoke ecommerce platform for our business purposes.
- Engaged, oriented, and educated key stakeholders within both Product and Engineering as well as the CEO, CFO, and COO.
- Launched Odometer, a business intelligence dashboard, and Ciircles, an internal project management app, including or data ingestion pipelines from multiple third party services, secured data warehousing parameters and architecture, automated data retrieval and report generation.
- Collaborated and trained with marketing, support, and engineering for Quillbee's AI app (which I founded and sold) for automating our content marketing research and generation as well as wrote our first approach to internal and customer documentation.
- Recognized with awards for problem-solving and rapid solution delivery.
- Proficient in Apache, Linux, Nginx, Shell scripting, PHP, Composer, SQL, Laravel, PHPUnit Testing, WordPress, AI, API design, and Modern JavaScript including React, Vue, Node.js, Server Caching, JSON, Tailwind CSS, RESTful API creation, and more.
- Coached various team members, fostering growth and efficiency among several departments.

UF Health

Gainesville, Florida

Full Stack Developer

07/2017 - 03/2019

During my time at UF Health, I played a pivotal role in designing and building a brand-new theme for several hundred individual sites within the Colleges of Medicine. This was a large-scale project that demanded both creativity and technical acumen, as the goal was to create a cohesive yet flexible user experience across numerous sites. I also oversaw the development of infrastructure applications for the hospital, ensuring that our technology solutions supported the critical needs of healthcare professionals effectively. Throughout this experience, I leveraged a wide range of skills including VueJS, React, PHP, HTML5, CSS, and more. Working at UF Health was an incredible opportunity to contribute to meaningful projects that directly impacted the healthcare community, and it was fulfilling to see our work adopted on such a wide scale.

- Played a pivotal role in designing and building a brand-new theme for several hundred individual sites within the Colleges of Medicine in an agile environment.
- Authored large and small group trainings of both technical and non-technical users how to use our heavily customized WordPress network for content management. Documented our systems for other developer teams and modeled our approach to collaboration across the multiple teams. Helped make our docker local environments more powerful and more efficient.
- Oversaw the development of infrastructure applications and microservices for the hospital inside of a Scrum environment using JIRA and Slack.
- Leveraged skills including RDBMS (MySQL), VueJS, React, Typescript, PHP, HTML5, and CSS inside of a Test Driven Development framework.

Lift, a user experience design agency

Buford, Georgia

Full Stack Developer

08/2016 - 05/2017

At Lift UX, I worked as a UX Developer. While this meant I worked on many aspects of many different projects, my focus was on implementing design into functioning, user-friendly websites and web applications.

- Worked heavily in HTML5, CSS3, vanilla JS, jQuery, PHP, SQL, and more.
- Accelerated a workflow that included Gulp, Sass, Grunt, NPM, Webpack, CircleCI, DeployHQ and more.
- Used Git and GitHub for most of the version control, also worked with Subversion for WordPress.org plugin deployment.
- Gained direct coding experience on projects ranging from AMC TV networks to CampusInsiders.com.

Crowd Favorite

Dallas, Texas

Front End Developer

03/2015 - 07/2016

I joined Crowd Favorite as a Front End Developer in March 2015. In my tenure there, I was able to work closely with the design team to not only implement complex and high traffic sites, but also update our tools and workflow processes to make our design-to-development hand off more efficient.

- Operated complex and high traffic sites.
- Pioneered tools and workflow processes for efficient design-to-development hand off.
- Developed the front end for sites like d23.com, a major Disney fan site.
- Worked on multiple brand corporation sites such as tep.com for Tucson Electric Power.
- Contributed to creating editable and user-friendly approaches for sites with massive content archives like Insperity.com.
- Explored multiple cloud providers to configure hosting including AWS, Azure, GCP, etc.

The Richards Group

Dallas, Texas

WordPress Engineer/ Technical Product Manager

09/2013 - 03/2015

The Richards Group hired me as a Front End Developer. Shortly after hiring me, they promoted me to work on WordPress projects as a full stack developer. From there, I worked with senior management to create a productized service out of our WordPress offerings. This allowed us to service an entirely new market that wasn't reachable to a large agency like The Richards Group before this offering.

- Worked on Front End Development and WordPress development for brands like Go RVing (gorving.com), Chick-fil-A, Plains Capital Bank, Motel6, and more.
- Integrated front end code with technologies like Ruby on Rails, .NET, and more.

Additional Experience

SendWP

Managing Partner

At SendWP, I am the managing partner, developer, and handle support—essentially taking on most aspects of the business to ensure we deliver a seamless solution for WordPress users to manage their transactional email needs effortlessly. My responsibilities range from writing code to managing customer relationships, guiding product development, and ensuring everything runs smoothly day-to-day. I focus on reliability, ease of integration, and providing a simple, pain-free email experience. I strive to make sure SendWP isn't just another SMTP service, but a genuinely helpful tool for users who need their WordPress sites to communicate effectively. From troubleshooting common email pitfalls to scaling the infrastructure to serve thousands of customers, I work hands-on to build a robust service. Seeing SendWP evolve into a trusted tool within the WordPress ecosystem has been incredibly rewarding.

- Writing code and managing customer relationships
- Guiding product development
- Focusing on reliability, ease of integration, and simple email experience
- Addressed common email pitfalls
- Scaling the infrastructure to serve thousands of customers

WordCampDFW 2013 & 2014

DFW

Co-Organizer

Company Description

- Highlight your accomplishments, using numbers if possible.

WordCamp ATL 2023

Atlanta

Speaker

Company Description

- Highlight your accomplishments, using numbers if possible.

Education

Liberty University

01/2008 - 12/2010

B.S., Religion