Matěj Bednář

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Backend, mobile & DevOps engineer. Built and shipped a two-sided marketplace: 3 React Native apps, the API and workers behind them, payments in both directions, 2 of the 3 apps live on the App Store and Google Play with Meta approval for Instagram API access, deployed on AWS.

EXPERIENCE

Tagly: Co-Founder & Sole Engineer — Jan 2025 – Sep 2026

Two-sided marketplace where local businesses pay their customers to post about them on Instagram, priced on reach and audience fit from the Instagram Graph API. **$100,000 raised, 5,000+ users, 20+ paying businesses, peaked at #1 in Lifestyle on the Czech App Store (15 Aug 2026).**

Backend & Infrastructure

- REST API with 165 endpoints, 50 Prisma models and 74 PostgreSQL migrations, with geospatial queries driving proximity ranking and audience-location weighting in reward pricing
- Ran 7 background workers in 2 environments across 14 Fargate services (payments, Stripe reconciliation, Instagram data collection, push and email delivery, maintenance), advisory-locked against rolling deploys
- Shared the API contract as typed packages across the monorepo: 160 endpoint schemas and 160 SDK functions, Zod-validated on both ends, consumed by all three apps and the backend
- Built passwordless auth: email OTP with attempt limits and lockouts, Apple and Google sign-in, JWTs scoped per account type, and Redis rate limits shared across instances
- Shipped everything from GitHub Actions (CI/CD): the API, 7 workers, app builds and 3 websites

Payments

- Designed a double-entry ledger with 16 transaction kinds: deposits, withdrawals, refunds, share payments, referral payouts, locks, unlocks and adjustments
- Every movement is one immutable row across six delta columns, with internal transfers aborting unless the deltas sum to zero; settlement is idempotent on a composite external reference, race-catching concurrent webhook replays
- Integrated Stripe both directions: PaymentSheet and off-session card charges in, Connect Express payouts out, platform and Connect webhooks, with a reconciliation worker as delivery backstop
- Built a 9-multiplier pricing engine computing payout value from live Instagram reach, audience geography and demographics, posting frequency and account quality

Mobile

- Built three React Native apps from scratch: the customer and business apps are live on the App Store and Google Play, the admin app ships internally through TestFlight
- Built the components and design tokens shared by all three apps, so a design change only happens once
- Owned the release pipeline: EAS Build/Submit via GitHub Actions, three environments per app, TestFlight and Play Internal Testing, iOS credentials and Play App Signing
- Attributed installs from physical QR codes using AppsFlyer: a per-sticker ID resolves to a business on our join page, then survives the store install via deferred deep links to auto-attribute on first open
- Restructured onboarding after PostHog funnel tracking showed low completion: replaced Instagram-first sign-up with email OTP + Apple and Google OAuth, which doubled the completion rate

Stopped in Sep 2026: with around 20 businesses the marketplace never became active, so we couldn't raise a pre-seed round to grow it.

STACK

TypeScript · React Native (Expo, EAS) · React · Next.js · Zod
Node · Express · Prisma · Kysely · PostgreSQL (PostGIS) · Redis
AppsFlyer · Resend · PostHog · Instagram Graph API · Stripe (Connect, PaymentSheet) · GitHub Actions
Docker · AWS (App Runner, ECS Fargate, RDS, ElastiCache, S3/CloudFront, Amplify, Rekognition)

EDUCATION

ČVUT FIT, Computer Science, 2025–2026
Left one semester in to build Tagly full-time.