

Mark Smalley

Developer Relations (DevRel) · Technical Evangelist · Developer Advocacy

// the rare DevRel who can write the protocol and explain it on a TED stage

Open to employed roles: UK/Europe & remote globally

marksmalley.my | smalley.my | github.com/msmalley | x.com/m_smalley | linkedin.com/in/msmalley

PROFILE

Developer advocate and technical evangelist with 15 years building on, and explaining, blockchain technology. One of Southeast Asia's earliest Bitcoin voices, with a track record of making complex cryptographic concepts accessible to developers, institutions, and the general public alike. Personally designed protocols now running in production (SADO, DN-Key), built open-source SDKs used across the Bitcoin Ordinals ecosystem, and currently shipping open-source game engines with full developer documentation and embed APIs. Spoken at TEDx, FinTech conferences, and developer meetups across Asia and Europe. Using AI-native engineering workflows to ship developer tooling at unprecedented pace. Looking for a DevRel or Technical Evangelist role at a Layer 1/2 protocol, developer tooling company, or infrastructure provider where both the code and the community matter.

PUBLIC CONTENT & COMMUNITY

TALKS & VIDEO

- [TEDx Sarawak \(2017\)](#) — 'The Cost of Cash': demystifying Bitcoin and decentralised money for a mainstream audience — on YouTube
- [WebCamp KL](#) — regular speaker from 2011; [MongoDB CMS Battle \(2011\)](#), YouTube, official WebCamp KL channel) and 'Introducing Bitcoin' (2013)
- [Neuroware / blockchain speaker \(2016\)](#), YouTube) — developer and institutional audiences on blockchain infrastructure
- [Financial Crime Summit \(2017\)](#), Finnovasia, MDEC FinTech Conference, Islamic Finance News Forum — regular regional speaker

WRITTEN & PUBLISHED

- 'Unravelling Blockchain's Future' — bylined article in Islamic Finance News (IFN), 2017
- 'My Life on the Blockchain' (LVLUPKL) — SlideShare, covering decentralised infrastructure evolution from 2013
- 'Banking on the Future of Blockchains' — MDEC FinTech Conference deck, widely circulated on SlideShare
- 21 technical presentations across two SlideShare profiles (2012–2018) with 59,000+ cumulative views. 'Introducing Bitcoin' (2013) alone reached 31,500+ views — among the earliest Bitcoin educational content in the region. slideshare.net/marksmalley1

OPEN SOURCE & DEVELOPER COMMUNITY

- [Moddable Chess Engine](#) ([chess.moddable.games](#)) — open-source game framework (v0.9.1): 70 chess variants, Consumer SDK (native ESM), 7 MCP tools, renderer hooks, game controller, replay API, and unit templates. Dungeon Chess runs entirely on MCE without engine forks. Tiered plugin system, developer guides, AI with opening books for 26 variants
- [Moddable Hexmaps](#) ([hex.moddable.games](#)) — open-source hex map framework (v0.8.1): Consumer SDK (createMapController), 6 games, 4 render styles, seeded procedural generation, 6 MCP tools, PNG/PDF/SVG export, and URL param API
- [MCP Tools Server](#) ([tools.moddable.games](#)) — first board game engine MCP server: 15 AI-callable tools, MCP + REST + OpenAPI + llms.txt, Cloudflare Worker on free tier. Connect with one command from Claude Desktop, Cursor, or VS Code
- [SADO Protocol](#) (github.com/sadoprotocol) — co-authored open-source, self-authenticating decentralised order-book for Bitcoin Ordinals; adopted by Ordazaar and third-party exchanges
- [Ordit SDK](#) — open-source indexer, parser, and API toolkit for Ordinals and Inscriptions; ~50K npm downloads, multiple repos under sadoprotocol org
- [DN-Key Protocol](#) — authored decentralised key management via DNS TXT records; adopted by ATA Plus ECF (2016), cited in SC Malaysia's capital markets blueprint (2018), reused in Oviato's identity layer (2025)
- [Everstore Protocol](#) — complete on-chain relational database via BIP32 key derivation: CRUD, encryption, indexing, audit trails (2016, pre-EVM; 25-page whitepaper); featured in Blockchain Finance
- [BackPress](#) — core contributor to Automatic's BackPress framework (WordPress ecosystem)
- Regular speaker at [WebCamp KL](#) from 2011 — one of Malaysia's earliest web and blockchain developer communities
- Founded and operated the [Blockchain Embassy of Asia](#) — ASEAN's first public blockchain consortium

WORK EXPERIENCE

Chief Blockchain Officer [Oviato](#) — United Kingdom

Feb 2025 – Mar 2026

Co-founded passkey-native wallet infrastructure startup. Built on Project Eden prototype (weekend hackathon → production). Contributed to the developer narrative and technical positioning that secured DraperVC investment.

- Built internal cryptographic and passkey/WebAuthN framework — designed for developer-friendly integration by third-party wallet builders
- Articulated complex infrastructure concepts clearly to non-technical investors and partners during the DraperVC fundraising
- Designed prototypes demonstrating WebAuthN's viability for consumer-grade, non-custodial wallet UX

CEO & Founder (active) [Moddable Limited](#) — United Kingdom

2025 – present

Open-source games studio shipping developer-facing engines, Consumer SDKs, MCP tools, and documentation, built entirely using AI-augmented engineering workflows. Deployed the first board game engine MCP server and a full Developers section with API docs, SDK demos, and integration examples.

- Evolved [Moddable Chess](#) (v0.9.1) from a 70-variant chess engine into a consumer game SDK with native ESM, and built [Dungeon Chess](#) entirely on its consumer APIs (4 factions, custom rendering, AI) without engine forks
- Published [Moddable Hexmaps](#) (v0.8.1) with Consumer SDK (createMapController), 6 games, 4 render styles, and 6 MCP tools. Built PDF pagination engine for 190+ page rulebook libraries
- Deployed [tools.moddable.games](#) — first board game MCP server: 15 AI-callable tools across 2 engines, MCP + REST + OpenAPI + llms.txt. One-command connection from Claude Desktop, Cursor, VS Code
- Wrote developer documentation spanning plugins (Build a Variant, Crazyhouse, Poison Chess), consumer integration (Dungeon Chess guide), full API reference, SDK demo page, and a [Developers section](#) with connection guides and build examples
- Built the entire product suite using LLM-driven development at production scale: native ESM, zero build step, same source serves browser + Worker + Node.js

