Last Call Media builds impact-focused digital solutions designed for humans.

GOVERNMENT EXPERIENCE

Founded in 2005, Last Call Media (LCM) is a digital services firm with deep roots in the open-source community and 10 years in partnership with the Commonwealth of Massachusetts.

MyMassGov Portal

- **Challenge:** Eliminated multiple accounts across agencies while creating a consistent user experience with secure identity management
- **Solution:** Streamlined application process with Universal Profile system integrating Azure AD B2C, Salesforce CRM, and agency systems
- **Results:** Launched in 12 weeks | Serves 1.2 million residents monthly | 82m+ logins in the past fiscal year | Rolled out identity verification with Socure | Delivered race and ethnicity collection to meet statutory deadline | Introduced configurable Agency Profile Collection, enabling agencies to onboard with less custom development
- **Tech:** Next.js, Storybook, Mayflower UI, NestJS/ Prisma/Postgres, AWS/Terraform

Paid Family and Medical Leave (PFML)

- **Challenge:** Integrated three complex system components (user portal, API layer, claims processing) for Massachusetts' program providing temporary income during significant life events
- **Solution:** Comprehensive end-to-end testing strategy with custom observability dashboards for multiple vendors
- **Results:** 99.99% uptime processing billions in benefits | Reduced error density by 92% over the past 4 years
- **Tech:** Playwright, New Relic, GitHub Actions CI/ CD pipelines

Mass.gov Drupal Modernization

- **Challenge:** Bridged backend-frontend disconnect in content management while safely migrating 30,000+ pages
- **Solution:** Implemented Layout Paragraphs for flexible content authoring, transforming minutes-long previews to instantaneous editing
- **Results:** Migrated to Drupal 11 enhancing security | 30% faster page loads, 50% faster backend | 99.99% uptime
- **Tech:** Drupal (8→9→10→11), PHPUnit/Behat/ Backstop, New Relic monitoring

AI-enabled Massachusetts Virtual Assistant

- **Challenge:** Transformed template Q&A into AI powered digital assistant while balancing advanced AI capabilities with transparency Solution: Developed "AI testing AI" framework and secure cloud architecture with AWS services for responsible government AI adoption
- **Results:** 1.2million messages handled | Successful implementation across 11 agencies| Reduced routine call center volume
- **Tech:** NestJS/Prisma/Postgres, Bedrock, OpenSearchServerless, CloudWatch, Lambda, Vite/React/TypeScript

4m+

Accounts administered

Launched MyMassGov as a single sign-on platform

92%

Reduced error density (number of defects per 10,000 users)

Leading quality assurance across Massachusetts' PFML platform

1,000

Fewer daily calls

Reducing RMV call volume with AI-enabled Massachusetts Virtual Assistant

Let's talk! allaboard@lastcallmedia.com
6 Liberty Square #401 Boston, Massachusetts 02109
lastcallmedia.com

CORE CAPABILITIES

Empathy-led Research and Design

- Conduct inclusive user research and usability testing with diverse participants to inform strategic decisions
- Create intuitive information architecture, navigation systems, and content strategy focused on resident needs
- Perform comprehensive accessibility audits and maintain WCAG 2.1 AA compliance throughout the design process
- Develop service blueprints, journey maps, and scalable visual design systems to ensure consistent, accessible experiences

Agile Product Delivery

- Develop outcome-driven product strategies and roadmaps aligned with agency missions
- Lead iterative development using Scrum, SAFe, and hybrid methodologies with cross-functional teams
- Optimize resource capacity, manage risk, and prioritize features based on measurable impact
- Facilitate stakeholder engagement and business requirements alignment in multi-vendor environments

Quality-Driven Engineering

- Build web applications using modern, API-driven frameworks for scalable public-sector platforms
- Implement cloud infrastructure with infrastructure-as-code on AWS, Azure, and Google Cloud Design data pipelines, management systems, and ETL processes for efficient information flow
- Create CI/CD workflows with automated testing, performance monitoring, and observability tools
- Optimize content management systems (Drupal, WordPress) for enterprise publishing needs
- Develop AI-assisted engineering solutions, including chatbot implementation

CERTIFICATIONS

UX/UI & Accessibility: CPACC (IAAP) • NN/g UX Certification • Trusted Tester (508)

Project Management: SAFe Agilist • Scrum Master • PMP

Technical: AWS Certified Solutions Architect • Terraform Certified Associate • Acquia Certified Developer

TECHNICAL EXPERTISE

Frontend & Design: React • TypeScript • GraphQL • REST • WCAG 2.1 AA • Automated QA • Playwright • Figma

Backend & Platforms: Next.js • Node.js • Prisma • PostgreSQL • Drupal • WordPress • REST • GraphQL

Infrastructure & DevOps: AWS • Azure • GCP • Terraform • Docker • Kubernetes • CI/CD (GitHub Actions, Jenkins) • New Relic

Data & AI: Python • Airflow • AWS Lex • AWS Bedrock • BigQuery • GA4 • Data Pipelines • ETL • Data Reporting

We use empathy-led design and quality-driven engineering to build digital services that scale with certainty.

BRAVE YOUR NEXT CHALLENGE WITH US

State vehicles:
Mass Digital Services Master Contract
(ITS81) Massachusetts IT Project Services Vendor Pool
(ITS88) Cloud Professional Services

Socioeconomic programs:
Maryland Small Business Reserve Program
Pennsylvania Small Business Contracting Program
Massachusetts Small Business SBPP

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