

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



GOVERNMENT EXPERIENCE

7+ years in partnership with the Commonwealth of Massachusetts

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 errors from 14% → 2% under load | Prevented 80% of defects
- **Tech:** Cypress, Playwright, New Relic, GitHub Actions CI/CD pipelines

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 SSO, Salesforce CRM, and agency systems
- **Results:** Launched in 12 weeks | Serving 270,000+ residents monthly | Resolved 15 accessibility issues
- **Tech:** Next.js, Storybook, Mayflower UI, NestJS/Prisma/Postgres, AWS/Terraform

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 10 enhancing security | 30% faster page loads, 50% faster backend | 99.99% uptime
- **Tech:** Drupal (8 → 9 → 10), PHPUnit/Behat/Backstop, New Relic monitoring

AI-Driven Chatbot (Ask MA)

- **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:** 80%+ response quality | Registry of Motor Vehicles implementation success | Reduced routine call center volume
- **Tech:** AWS Lex, Bedrock, OpenSearchServerless, CloudWatch, Lambda, Vite/React/TypeScript

1.5m

Users in the first year

Launched MyMassGov as a single sign-on platform

80%

Defect Detection rate

Leading quality assurance across Massachusetts' PFML platform

1,000

Fewer daily calls

Reduced RMV call volume with Ask MA, a chatbot with advanced AI capabilities

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 ▪ Next.js ▪ TypeScript ▪ GraphQL ▪ REST ▪ Drupal ▪ WordPress ▪ WCAG 2.1 AA ▪ Automated QA ▪ Playwright ▪ Figma

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:

Massachusetts IT Project Services Vendor Pool (ITS81) Mass Digital Services Master Contract

Socioeconomic programs:

Massachusetts Small Business Certified, Maryland Small Business Reserve Program

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