

Matanda Phiri

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Full-stack founder building small, honest products for problems most tools politely ignore. Native mobile (Swift, Kotlin), TypeScript on the web, Supabase for backend. Focused on consumer mobile, on-device ML, and emerging-market commerce.

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\$ selected work

Building & Shipping

Matcha

2025 – present · shipped
v1

Founder · AI color analysis app for fashion

- > Shipped V1 to App Store and Google Play in 2026 — a focused color-analysis flow, closet checker, and private profile.
- > Designed the image-preprocessing pipeline that decides whether a photo is good enough to analyze, instead of pretending.
- > Translated technical color-science output ("cool / soft / light") into language people can act on ("this olive jacket is fighting you").
- > Implemented authentication, rate-limiting, and row-level security across iOS and Android clients with Supabase edge functions.

swift · kotlin · supabase · openai · on-device ML

Sellah

2026 · in progress

Founder · lightweight storefront for WhatsApp sellers

- > Designing a mobile-first storefront for sellers in emerging markets whose business already lives in a chat thread.
- > Targeting sign-up to live storefront in under five minutes, with an order dashboard that reads like a notebook.
- > Architecting the backend as edge functions on Supabase + Vercel for cost-controlled growth.

typescript · next.js · supabase · vercel

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\$ stack

What I Actually Work In

mobile Swift · SwiftUI · Xcode · iOS 17+ · Kotlin · Jetpack Compose · Android Studio

web TypeScript · Next.js · React · Astro · Vercel

backend Supabase (Postgres, RLS, edge functions) · SQL · REST · OpenAI API

ai / ml On-device image analysis · skin-tone detection · color extraction · rate-limited LLM orchestration

practice Native UI work · performance · security (auth, RLS) · App Store / Play Store submission

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\$ how i work

Principles

- > Overlooked beats obvious. The interesting work lives where the market hasn't bothered to look closely.
- > Ship the smallest version that's true. A small, honest product teaches more in a week than a roadmap teaches in a quarter.
- > Taste is a research method. Color, type, motion, and detail are how trust is earned in a single screen.
- > Move forward, not sideways. Every release should leave the person using it slightly more capable than before.

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\$ elsewhere

Find Me

site

matanda.dev

github

github.com/matandaphiri

matcha

wearmatcha.app

sellah

getsellah.com

last updated may 2026 · this is a working document · v1.0