

# MICHAELKRUKAR

## Experience

### Consultant

*Freelance (Current)*

I design and build websites for B2C clients across several industries.  
My preferred stack is Next.js, Tailwind, Contentful, Shopify, AWS.

### AI Engineer

*Arena (2024 - 2025)*

I was hired to bring Front End/UX expertise to an AI startup that specializes in agentic UIs.  
I developed a data vis library using VisX that works inside an LLM.

### Tech Lead

*Weishaupt Design Group Inc. (2019 - 2024)*

I was brought in to cut costs and migrate from Shopify on to a marketing friendly stack.  
I led UX and Full Stack development while working entirely remote.

### Senior Software Developer

*Demac Media (2017 - 2018)*

I was hired as a Senior Dev on the Shopify team of an e-commerce agency.  
I architected custom solutions and added Webpack, React and Typescript into our theme.

### Web Developer

*Blue Ant Media (2015 - 2017)*

I joined the in house web team of a media company.  
I led development of several Wordpress sites and implemented Angular into our theme.

### Client Support Representative

*Q4 Web Systems (2013 - 2014)*

I was hired to handle client issues for an Investor Relations CMS.  
I worked directly with clients to triage critical issues in office and on call.

## Education

### Bachelor of Fine Arts in New Media

*Ryerson University (2006 - 2010)*

Studied the intersection of art and technology.

### Master of Digital Media

*Toronto Metropolitan University (Ongoing)*

Analyzing UX in video games and how that can be applied to modern UIs.