

MICHAEL KRUKAR

Full Stack Engineer

Experience

Tech Lead

Weishaupt Design Group Inc. (2019 - 2024)

A design agency with several furniture brands brought me in house to optimize costs and improve their e-comm experience. After leading a UX audit and redesign, I migrated off Shopify and built the site in a modern stack: Next.js/Tailwind/AWS. This resulted in their monthly costs going down by 99% as well as launching new sales initiatives.

Full Stack Engineer

Demac Media (2016 - 2019)

An e-commerce agency needed help with their internal tools. I architected and developed a new theme that incorporated modern tools, ie: Typescript, ES6, ESLint. I also researched and developed multi language support for our Shopify theme. The last project I worked on was developing an app framework to develop apps in house. As site performance went up, user experience improved and sales started upselling the features I built.

Consultant

Freelance (Current)

As a Consultant I have a wide range of clients that I've worked with. I worked at an AI company to implement UX best practices for LLM powered UIs, including extending D3.js in to a charting library that could handle AI output. I've worked with several local businesses to help cut expenses and to launch their first online store. My most recurring work is building CRUD apps for startups.

Education

Master of Digital Media

Toronto Metropolitan University (Ongoing)

To further expand and focus my Front End skills: I am currently working on a Masters in UX. My thesis revolves around objective UX concepts implemented throughout video games and how they can be applied to modern UIs. On top of improving the user experience and ensuring accessibility standards are met, these UX guidelines can be used to increase KPIs and improve online sales.

Skills

Languages: JavaScript, Typescript, Node, PHP, Python, Rust

Frameworks: React, Next.js, Tailwind, D3.js, Visx, Anime.js

Databases: DynamoDB, PostgreSQL, MySQL, MongoDB

Tech: Vercel, AWS, GCP, Figma, Adobe Creative Cloud