

MICHAEL DATELLE

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AREAS OF EXPERTISE

Proficient in the following software packages: Adobe Creative Suite, JetBrains IDE's, VS Code, Xcode, Android Studio, Microsoft Office, AWS, Azure, Docker, GitHub, Jira, Windows, Linux, and Mac OS.

Extensive experience in UI Design, Responsive Web Design, Full Stack Development, Scrum, Hybrid Mobile Development, Figma, Git, Gulp, Webpack, Firebase, HTML 5, CSS 3, Liquid, SASS, Styled Components, AngularJS, React, React Native, NestJs, Next.js, Redux, Jest, Jasmine, Cypress, Stripe, jQuery, PHP, MySQL, Postgres, Python, TypeScript and ES6+.

PROFESSIONAL EXPERIENCE

PVM, INC.

Sr. Engineer

September 2022 – Present

- Designed and developed a Next.js application from concept to completion for the Pinellas County School Board. The application is being used to share Power BI reports with district employees and utilizes the Power BI Embedded API.
- Designed the UX, wireframes, and high-fidelity mock-up designs using Figma.
- Utilized the Power BI Embedded API to enable the School Board to easily share reports throughout the district through a single public-facing application.
- Set up the CI/CD deployment pipeline for multiple environments using GitHub actions connected to Azure Static Web App instances.
- Presented at workshops held for the School Board to train and consult them in their recommended adoption of GitHub.
- Worked with a team of Data Engineers as the sole Software Engineer and helped guide the team in the use of best practices in modern web development.
- Trained new team members and School Board staff on the technologies introduced while working on the School Board Modernization effort.
- Participated in sprint reviews, refinements, planning, and grooming sessions.

Technologies used: Azure, Figma, WebStorm, TypeScript, Chakra UI, Emotion CSS, React Testing Library, Git, Next.js, Power BI Embedded, and Jira.

SHOOTPROOF

Software Engineer

May 2018 – September 2022

- Built custom reusable React components for the ShootProof UI library which was shared across several applications.
- Proposed and architected ShootProof's UI library theming approach utilizing Styled Components and the Chakra UI component library.
- Helped build the front-end for a custom payment platform in React called ShootProof Pay which utilizes the Stripe Connect API and a Python backend.
- Used AngularJS to develop reusable components, new features, and product enhancements while adhering to the acceptance criteria outlined in user stories.

- Converted legacy PHP templates to React components and full pages.
- Wrote endpoints, SQL queries, and migrations for a PHP-based API consumed by new React components.
- Created tests with Jasmine, Jest, and React Testing Library for all new development as well as updated existing tests for any changes or extra functionality introduced.
- Wrote functional tests in Cypress to help maintain usability and expected UI behavior.
- Worked within one of several Scrum development teams while participating in sprint review, refinement, planning, and grooming sessions.
- Handled bug tickets and assisted the user support team.
- Created pull requests in GitHub and shepherded development work through the review process until it met the scrum team's definition of done.
- Performed code reviews on pull requests submitted by other developers.
- Helped with the migration effort of converting existing AngularJS components to React.
- Worked with the Product Owner to brainstorm and refine the technical details of new features to be completed in future sprints.
- Worked with UX designers to ensure consistency with established ShootProof design patterns.

Technologies used: VS Code, PyCharm, ES6, TypeScript, PHP, MySQL, Chakra UI, AngularJS, SASS, Emotion CSS, AWS, React Testing Library, Jasmine, Karma, Cypress, Jenkins, Git, Gulp, React, Python, Stripe, and Jira.

INFOTYCOON

Software Engineer

May 2016 – May 2018

- Built proof of concepts in both Ionic and React Native to test product requirements for the redevelopment of InfoTycoon's flagship mobile app called InfoTycoon Pro.
- Worked alongside and helped manage a remote team of JavaScript developers in the redevelopment of InfoTycoon Pro.
- Coded custom React Native components and pages while implementing Redux for managing application state more effectively.
- Built cross-platform hybrid mobile apps for both IOS and Android devices.
- Created app icons and image assets for both Google Play and the Apple App Store.
- Set up and ran build automation with Azure mobile center.
- Attended Scrum meetings, retrospectives, and sprint demos with the development team.
- Fixed bugs and performance issues that were found during regression testing.
- Migrated the corporate WordPress-based website to Microsoft Azure services to help alleviate performance issues along with setting up a CDN that served assets from Azure Blob storage.
- Stayed up to date on best coding practices for React while providing guidance and recommendations to management on technology stacks that best served business objectives.
- Created wireframes in Balsamiq to help visualize user flow and layout for app modules proposed by the product team.
- Identified app performance bottlenecks and implemented solutions to help reduce memory consumption.
- Supported and updated InfoTycoon's original line of Sencha-based hybrid mobile apps.

Technologies used: Photoshop CC, WebStorm, Balsamiq, ES6, React Native, Redux, Ionic, Angular, Sencha, Microsoft Azure, Bitbucket, Xcode, Android Studio, Jira, and WordPress.

SHARECARE

UI Engineer

March 2012 – March 2016

- Hand-coded the UI of JSPs and reusable modules utilizing technologies such as JSTL/EL, HTML 5, CSS 3, SASS, and jQuery while following the acceptance criteria of user stories, wireframes, and mockup designs.
- Worked with Java developers to integrate UI components with the backend.
- Refactored redundant SASS and JavaScript by modularizing the code into a more organized and reusable format.
- Created AJAX calls to post data to a Mongo DB and retrieve JSON data for social network-related content and functionality.
- Attended weekly UI meetings with other UI Engineers to discuss code changes, techniques, and front-end related technologies.
- Utilized RequireJS to conditionally load JS files to help maximize the front-end performance of Sharecare.com.
- Attended daily scrum meetings while giving status updates on ticket progress and potential roadblocks.
- Developed a demo mobile app that was created with Ionic and AngularJS that I presented for the Engineering Department's lunch and learn.
- Hand-coded static web pages for Sharecare's proprietary CMS.
- Worked on one of several development teams consisting of three Java developers and one other UI Engineer.
- Maintained, updated, and re-branded the front end of the Sharecare Fitness .NET application.
- Fixed bug issues found during the QA phase of the development cycle.

Technologies used: Photoshop CS5, IntelliJ, Visual Studio, JSTL/EL, .NET, HTML 5, CSS 3, SASS, Backbone, Require, Ionic, AngularJS, JavaScript, AJAX, Gulp, Grunt, Browserify and jQuery.

MFG.COM

Creative Lead

June 2011 – March 2012

- Created wireframes, prototypes, and mockup designs that helped visualize the proposed flow of the company's new website.
- Worked closely with the CEO and CTO to ensure the new website was aligned with the company's business objectives.
- Redesigned and coded the UI of MFG.com's web application, to give the end user a more modern and improved user experience.
- Worked with Java developers to implement a new UI design and helped fix bug issues.
- Coordinated graphic design projects between the marketing department and junior designers.
- Adhered to company brand standards while designing sales and marketing collateral.

Technologies used: Photoshop CS5, Illustrator CS5 Dreamweaver CS5, Axure, Eclipse, HTML 5, XHTML, CSS, JavaScript, AJAX, jQuery and Drupal.

INTERCONTINENTAL HOTELS GROUP

Contract UI Engineer

November 2010 – June 2011

- Developed the front end for an intranet-based web application called Hotel Solutions.
- Created hand-coded templates from design comps using HTML 5, CSS, JavaScript, and XSL.
- Used jQuery and AJAX to enhance forms and other interactive page elements to create a more intuitive end-user experience.
- Developed XSL templates used to produce dynamic pages based on data stored in XML. The XML is generated by a business intelligence application called Endeca, which receives an XQuery

based on user input.

- Worked very close with Java developers to help implement the XSL files into an open-source portal application called Liferay.
- Designed new page mockups using Photoshop based on internal clients' business requirements.

Technologies used: Photoshop CS5, Dreamweaver CS5, Eclipse, HTML 5, CSS, JavaScript, AJAX, jQuery, XML, XSLT, XPath, Alfresco, Endeca and Liferay.

NATIONALNET

Sr. Web/Print Designer

March 2008 – July 2010

- Redesigned and developed Nationalnet.com and helped brand the company to have a more corporate image. The site consists of Flash, XHTML, CSS, and JavaScript.
- Created magazine ads, large format banners, and other marketing and advertising-based material, to help promote the company's new look and products.
- Created the front-end design and template for NationalNet's web-based affiliate marketing application called ExecutiveStats.
- Designed the ExecutiveStats logo, as well as advertisements and other promotional material.
- Working directly with PHP programmers to integrate back-end functionality with Nationalnet.com and other sites being developed.
- Designed Flash and GIF animated banners and button advertisements containing tracking tags to collect data on potential clients.
- Created a vector-based 3D overhead of the entire data center. Interactive elements were developed in Flash to highlight and give a detailed explanation of equipment within the building.

Technologies used: CSS, XHTML 1.0, Photoshop CS5, Illustrator CS5, Dreamweaver CS5, JavaScript, PHP, Flash CS5 and Swift 3D.

WEBMD

Contract Front End Developer / Atlanta, GA

May 2007- February 2008

- Developed non-table-based layouts consisting of CSS, XHTML and DOM scripting. These pages were then published using WebMD's proprietary CMS called Page Builder.
- Tested and validated pages while making sure they displayed correctly on several different browsers and OS platforms.
- Worked with producers and project managers to keep WebMD.com updated with fresh content while using Page Builder to perform daily updates.
- Created monthly email newsletters and tested them to ensure compatibility between multiple e-mail clients.

Technologies used: CSS, XHTML 1.0, Photoshop CS2, Dreamweaver 8, JavaScript, XML, PageBuilder, Flash and MS CMS.

GEORGIA-PACIFIC

Contract Front End Developer / Atlanta, GA

February 2007 – April 2007

- Re-designed and developed Georgia-Pacific's commercial website www.gp.com using a non-table-based layout consisting of CSS, XHTML, JavaScript, and ASP.NET.
- Managed and trained interns and Co-ops.
- Distributed development projects to make sure overall site re-design was completed within the 2-

month deadline.

Technologies used: CSS, XHTML 1.0, Photoshop CS2, Visual Web Developer, JavaScript, Flash 8 and ASP.NET 2.0.

JBoss - A Division of Red Hat

Sr. Web Designer / Atlanta, GA

April 2006 – February 2007

- Created front-end designs and cascading style sheets for collective JBoss websites and online marketing campaigns using Photoshop CS and Dreamweaver 8.
- Developed pages in XHTML while using CSS to control layout and design.
- Updated and maintained content and usability for jboss.com, jbossworld.com, and redhat.com.
- Created Flash demos and webcasts of JBoss products that were used for marketing tools.
- Designed and developed HTML emails and landing pages for company-sponsored events.
- Designed banner ads and other online advertising collateral.
- Managed projects and interfaced directly with internal clients.
- Designed Flash and GIF animated banner advertisements to promote the JBoss suite of software products.

Technologies used: JBoss Portal CMS, CSS, XHTML 1.0, Photoshop CS2, Illustrator CS2, Dreamweaver 8, Flash 8, Flash Video, ActionScript, XML, and JavaScript.

BellSouth Large Business - Marketing and Advertising

Contract Web Designer / Developer / Atlanta, GA

July 2005 – April 2006

- Developed web pages that BellSouth Large Business customers were directed to through direct and e-mail marketing campaigns. These pages contain data capture fields along with tracking tags, to help the marketing team determine click-through and response rates. All pages were built using Dreamweaver and consisted of CSS, HTML, ASP, Flash, and JavaScript.
- Designed and developed HTML-based marketing e-mails that were sent to an outside vendor for distribution to BellSouth Large Business clients.
- Hosted and administered an internal IIS web testing server.
- Acted as a central point of contact for all IT-related issues within the marketing group.
- Collected and prioritized all large business advertising web projects.
- Created Flash-based banner advertisements promoting BellSouth business solutions.

Technologies used: CSS, XHTML 1.0, Photoshop CS2, Dreamweaver 8, Flash 8, and JavaScript.

Department of Community Affairs

Web Designer / Atlanta, GA

September 2001 – July 2005

- Worked with internal clients to ensure up-to-date web content throughout all the independent websites that DCA hosts using Dreamweaver.
- Created print design work for various brochures and department-related materials.
- Updated and maintained the DCA website, which consists of 5000+ pages.
- Created high-quality graphic design work using Photoshop and Illustrator to visually communicate and highlight a professional look and feel for DCA.
- Stayed up to date with design trends and technology.

- Worked closely with developers to maximize the overall quality of work being completed.
- Created department-related websites, which consist of HTML, JavaScript, Flash, and ASP, from concept to finish.
- Designed web layouts for online applications and (GUI) user interfaces using Photoshop, Fireworks, and Dreamweaver.
- Programmed JavaScript and CSS to help with design productivity.
- Created banner ads that promoted department-related housing programs and grants displayed on local state government websites.

Technologies used: CSS, HTML 4.01, XHTML Photoshop CS2, Illustrator CS2, Acrobat Pro, Dreamweaver MX, Flash MX, ActionScript, Classic ASP and JavaScript.

FAUCETT NEW MEDIA

Web Designer / Graphic Designer / Atlanta, GA

March 2000 - August 2001

- Designed the look and feel of websites using Photoshop, Illustrator, Flash, and Dreamweaver.
- Used 3D Studio Max, Photoshop, and Flash to create innovative designs for interactive media projects.
- Uploaded compositions to our website for internal critiquing and client viewing.
- Created and designed interactive business cards and product presentations using Flash, Photoshop, and 3d Studio Max.
- Designed (GUI) user interfaces for mobile and remote applications.
- Worked closely with the development team to ensure that design elements would integrate correctly with back-end database applications.
- Met with clients to discuss design and development solutions.

Technologies used: Photoshop, Illustrator, Dreamweaver, Fireworks, Flash, ActionScript, and 3D Studio Max.

EDUCATION & CERTIFICATIONS

PROFESSIONAL SCRUM MASTER – PSM I

AWS CERTIFIED CLOUD PRACTITIONER

BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING (CURRENTLY PURSUING)

Western Governors University