MICHAEL DROTAR
Lead Full Stack Engineer

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My work focuses on increasing **efficiency**, improving **user engagement**, and growing **revenue** through thoughtful iteration and smooth execution. I specialize in team building, accessibility, and **long-term solutions**.

SKILLS

Front-end

React	Redux	Next.js
Accessibility	Responsive	Cross-device
Jest	Cypress	Storybook
Analytics	SEO	OpenGraph
HTML5	CSS3	Typescript
Angular	Vue	Ember
TailwindCSS	Material UI	Bootstrap

Back-end

Node.js	Next.js	Express.js
Ruby	Rails	ActiveRecord
MySQL	PostgreSQL	Redis
REST	JSONAPI	GraphQL
Microservice	XSS	SSL

Tools

Git	Lambdatest	Copilot
Photoshop	Figma	Zeplin
Lighthouse	NVDA	Wave

Integrations

Stripe	Optimizely	Heap
LiveBlocks	Intercom	Twilio
Prismic	Builder.io	Webflow
DataDog	Frontegg	Stream

Leadership Skills

Problem solving	Team building
Conflict resolution	Mentoring
Strategic planning	Iterative execution
Project management	Cross-functional

EDUCATION

2008 B.S. Software Engineering
University of Advancing Technology

EXPERIENCE

Lead Software Engineer, Revenue
Flowcode
2022 - 2023
New York, NY

- Built the foundation of a self-service business model to support multiple plans, user cohorts and pricing tests, leading to a 10% increase in MRR for 12 consecutive months and 20k paying customers with over $10M ARR.
- Mentored interns, engineers, managers, designers and analysts, leading to significant career advancements and promotions within the team.
- Championed agile methodologies, focusing on user experience and data-driven decision-making to increase PQLs.
- Implemented Optimizely A/B test overrides via query params, ensuring E2E test reliability, streamlining collaboration and enabling instant testing.
- Built atop Prismic CMS to support string interpolation and mapping content slices to components, resulting in far greater flexibility of the CMS to control checkout pages and dialogs without sacrificing functionality.
- Combined A/B test and CMS improvements to allow entirely new versions of pages or small changes of content to be tested and measured through Heap analytics with minimal effort or foresight, allowing 2 engineers to launch over 50 A/B tests in one quarter that increased signup rate by 10%.
- Set standards for API documentation and error-handling, removed redundant endpoints to improve development and maintenance.
- Researched, documented, planned and delivered on-time team-wide efforts including email verification, referrals, a redesigned checkout and free trials.

Head of Front-end Development
VisitDays
2018 - 2022
New York, NY

- Managed team of 5 people to create a video session platform that connected students to higher ed during Covid, delivered in 3 months.
- Saved over 20 thousand dollars yearly by minimizing 3rd party feature use.
- Optimized application to support tens of thousands of users under hourly traffic spikes, up from hundreds of users.
- Drastically reduced the incidence and resolution time of production bugs, fostering quality and efficiency within the team.

Lead Web Solutions Developer
Radial (formerly eBay Enterprise)
2011 - 2018
King of Prussia, PA

- Managed and led a team of 5 to deliver a multi-tenant order management and fulfillment app with Ruby on Rails and microservice Java APIs.