

# Michael Dye

## Software Engineer

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### ACHIEVEMENTS

Pragmatic, communicative, and fun to work with *Software Engineer* with **5+ years** of experience building production-ready applications for millions of users. Proven expertise in leading large-scale migrations, implementing modern technologies, and architecting seamless user experiences, resulting in improved performance, accelerated development, and increased customer engagement.

Achievements include:

- Optimizing the performance of a key booking flow, leading to a **60% surge** in customer conversions.
- Overhauling legacy frontend systems in under **2 months**, increasing developer productivity and bringing the platform into compliance with internal standards.
- Fortifying production deployments via integration testing, resulting in a **95% increase** in code coverage and streamlined CI/CD pipeline for seamless automated testing.

### SKILLS

HTML • CSS • JavaScript (ES6+) • TypeScript • React • Next.js • Redux • GraphQL • Chakra UI  
Glt • Node.js • Express • Postgres • Python • Circle CI • AWS • Local Storage • Jest • Cypress

### PROFESSIONAL EXPERIENCE

#### Fullstack Software Engineer, Michael Dye Dev

06/2023 – present

Build custom marketing sites for franchises and local businesses.

- Lead onboarding calls, conduct site buildouts, and pilot client training sessions.
- Implement custom functionality to support integrations with marketing tools.

#### Software Engineer, Udacity (EdTech Market Leader) ✉

04/2022 – 05/2023

Lead frontend engineer for the content platform team. Shipped code for high-visibility products to millions of users as part of a globally distributed team.

- Fostered an inclusive and empowering team culture, mentoring 2 junior engineers through personalized 1-on-1 coaching, constructive code reviews, and dynamic Slack support.
- Transformed an internal tool's effectiveness by assimilating user feedback and orchestrating a complete revamp to mirror user expectations. Achieved exceptional efficiency enhancements within less than a month, expediting program enrollment for thousands of students and instructors.
- Spearheaded a swift transition of a large-scale content platform to **Next.js** and **React**, completing the intricate migration ahead of schedule in **under 2 months**. This revitalization amplified platform speed and aligned it seamlessly with internal benchmarks.
- Pinpointed and resolved a critical bug that impeded content managers from adopting the latest major course iteration, triggering a remarkable **30%** decrease in outdated content instances.
- Championed transformative shift toward Cypress integration testing, achieving **95% code coverage**, fortifying deployments, and bolstering testing efforts.

- Led the way in crafting adaptable and reusable components that made it simple to smoothly integrate course metadata. This significantly improved the platform's ability to effortlessly include taxonomy data in courses.

**Software Engineer, Bellhop (#2 Moving Company in U.S.)**

03/2021 – 03/2022

Built impactful features for customer-facing web applications. Monitored application performance, strategized improvements, and quickly resolved technical issues.

- **Revamped entire customer experience** including move dashboard, booking tool, and marketing site, and set up monitoring with Sentry to improve performance and maintainability. (Next.js, React, MUI, Cypress, CSS)
- Increased performance of consumer booking flow by **60%**, significantly reducing the time took to book a move and improving website conversions.
- Levelled up peers through tech talks and in-depth articles.

**Software Engineer, Marigold (Relationship Marketing serving 40,000 users)** ✉

07/2019 – 02/2021

Built and shipped features for enterprise marketing sites in the SaaS space. Optimized sites for performance, accessibility, and conversion.

- Piloted production of quiz application built on React and Firebase supporting **2000+ users** at Emma events, resulting in increased engagement and leads.
- Spearheaded rebuilds of **3+ legacy sites** to JAMstack (Next.js + headless CMS) architecture to improve performance, scale, and developer experience.
- Built reusable React components to support a cohesive design system in collaboration with creative, growth, and product, accelerating app development.

**Software Engineer** ✉

05/2018 – 06/2019

Engineered, tested, and launched applications built using React, Angular, and KeystoneJS as part of a small, agile development team, and constructed custom marketing sites using Drupal and WordPress for brands such as **Nissan Stadium**.

**Web and Marketing Project Manager, Horton Group (Web Design Agency)**

02/2014 – 04/2018

Successfully managed **100+ website and marketing projects** from kickoff to launch, working closely with both local and national clients to amplify their web presence via web design, SEO, and A/B testing.

## EDUCATION

**Full Stack Web Developer Nanodegree, Udacity** ✉

**Frontend Web Developer Nanodegree, Udacity** ✉

**Bachelor of Science, Journalism, Middle Tennessee State University (MTSU)** ✉

Cum Laude, Dean's List, Phi Kappa Phi, Kappa Tau Alpha

Minors: Marketing & Sociology