MICHELLE BURTON

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Accomplished Senior Software Engineer and Technical Lead with 15+ years of experience designing and delivering high-performance web applications. Expertise in React, Next.js, AWS, and AngularJS, with a proven ability to architect scalable, secure, and user-centric solutions. At FIS Global, led a team of 6+ engineers to build the Ethos Portal, enabling seamless single sign-on (SSO) integrations with third-party vendors, which enhanced system security and user accessibility. Successfully managed the migration from Bootstrap 3 to 4 at Brady Corporation, improving application performance and maintainability while ensuring zero downtime. Skilled in optimizing CI/CD pipelines, implementing microservice architectures, and solving complex technical challenges. Passionate about mentoring teams, fostering collaboration, and delivering innovative solutions that drive business growth.

Area of Expertise

Frontend Development & UI/UX: React | Next.js | AngularJS | JavaScript (ES6+) | TypeScript | HTML5 | CSS3 | SASS | LESS | Bootstrap 4 | jQuery | Responsive Design | Drag-and-Drop Interfaces

Backend & Full-Stack Development: RESTful APIs | Microservices Architecture | Serverless Computing (AWS Lambda) | Node.js | ASP.NET MVC

Cloud & DevOps: AWS (Lambda, DynamoDB) | Azure | CI/CD Pipelines (Jenkins, Terraform) | Docker | Webpack | NPM | Git

Testing & Quality Assurance: Unit Testing | Test Automation (Cucumber, TDD) | A/B Testing | Adobe Analytics | Performance Optimization

Agile Leadership & Collaboration: Team Leadership (6+ engineers) | Agile Methodologies (Scrum) | JIRA | Stakeholder Communication | Mentoring | Cross-Functional Collaboration

CMS & Mobile Development: Salesforce CMS | Jive CMS | Kentico CMS | Xamarin | Ionic | Mobile-First Design

PROFESSIONAL EXPERIENCE

Slice Media - *Freelancing*   December 2021 – Present

- Designed and developed scalable, reusable, and accessible front-end components using React and Next.js, emphasizing modular architecture and long-term maintainability.
- Built and refined shared UI component patterns (layout, navigation, theming, forms) following modern front-end design patterns and accessibility best practices (WCAG).
- Implemented API consumption patterns using Fetch and Axios, integrating external data sources into responsive React applications.
- Collaborated on API-driven architectures, working with RESTful services and exploring GraphQL-based data access patterns for flexible client-side data consumption.

Team Lead UI – FIS Global, *Milwaukee, WI*   October 2019 – October 2021
- Led a team of six front-end engineers in designing and developing Ethos Portal, a secure web-based financial platform enabling seamless SSO (Single Sign-On) authentication for banking institutions and third-party financial applications.
- Engineered a secure authentication system using IDP and Keycloak, replacing an iframe-based approach with API-driven authentication, strengthening data security and access control while passing FIS's stringent security audits.
- Integrated AWS cloud services, leveraging Lambda (serverless), DynamoDB, and API connections, enhancing real-time data retrieval and enabling scalable, high-performance financial data processing.
- Optimized CI/CD pipelines with Jenkins, automating testing and deployment workflows, reducing manual errors and ensuring consistent, high-quality software releases.
- Led Agile development cycles, conducting daily Scrum, backlog grooming, sprint planning, and one-on-one coaching, fostering a high-performing team environment and streamlining development efficiency.
- Solved critical technical roadblocks, including mitigating security risks associated with iframes, troubleshooting SSO integration challenges, and addressing team productivity disruptions during COVID-19.

Senior Software Engineer – Brady Corporation, *Milwaukee, WI*   June 2016 – September 2019
- Designed and developed BradyConnect, a cloud-based asset tracking system that transformed manufacturing safety compliance, replacing manual paper logs with a mobile barcode scanning solution for real-time asset verification.
- Architected a secure, scalable front-end using AngularJS and Azure, improving application performance and ensuring seamless integration with a C#/.NET and Xamarin-powered mobile app, enabling on-the-go asset inspections.

- Implemented a barcode-based tracking system, allowing manufacturing plants to instantly scan and update asset status (e.g., fire extinguishers, safety equipment) in a centralized cloud platform, enhancing regulatory audit readiness.
- Led the critical Bootstrap migration from version 3 to 4, meticulously documenting all style changes, conducting impact assessments, and executing the transition with minimal system downtime.
- Developed a structured testing suite, implementing unit and UI tests, PR/code reviews, and automated validation scripts, reducing production bugs and increasing deployment reliability.
- Optimized front-end workflows and UI/UX, refining the application's accessibility, navigation, and user interaction flows, ensuring technicians could efficiently perform on-site inspections with minimal training.
- Worked closely with back-end engineers, enhancing API integrations, real-time data processing, and cloud storage efficiency, significantly improving system response times and scalability.
- Facilitated Agile collaboration, driving daily stand-ups, sprint planning, and technical knowledge-sharing sessions, fostering a high-performing development team and accelerating feature delivery cycles.

Front-End Programmer – **7 Summits,** *Milwaukee, WI* January 2016 – September 2016
- Developed and enhanced front-end components for Salesforce-based projects supporting Addepar Financial Planning, Walden University, and BMC's internal site, ensuring a seamless user experience and platform consistency.
- Led a full-scale Jive CMS upgrade, successfully migrating from version 7 to 8, troubleshooting UI inconsistencies, resolving compatibility issues, and optimizing platform performance.
- Refactored front-end workflows by leveraging NPM, Gulp, Less, and Webpack, streamlining build processes and enhancing maintainability across CMS-based applications.
- Integrated UI enhancements within Salesforce CMS, gaining hands-on experience in Salesforce-driven development while focusing on front-end optimizations and usability improvements.

Front-End Programmer – **DCI Artform,** *Milwaukee, WI* September 2014 – January 2016
- Designed and developed the Subaru Badge of Ownership application, an interactive drag-and-drop web tool that allowed users to customize and display digital badges, leveraging JavaScript, jQuery, and ASP.NET MVC for a seamless user experience.
- Optimized large-scale image handling by implementing AWS-based storage solutions, ensuring smooth image retrieval and display without performance bottlenecks, overcoming challenges related to managing hundreds of badge assets.
- Created a responsive UI for the Subaru Ambassador site, applying Bootstrap 3.0 and LESS to deliver a mobile-friendly experience that adapted to different screen sizes, enhancing accessibility and engagement.
- Collaborated closely with back-end developers, integrating RESTful APIs to facilitate real-time data exchange, improving the application's speed and reliability.
- Refactored front-end workflows, optimizing scripts, reducing load times, and enhancing usability for both Subaru projects, ensuring a high-performing web application.
- Explored early API integrations with Facebook, experimenting with GraphQL-like data fetching techniques to enable seamless content sharing and improve digital engagement strategies.

Senior Programmer – **Kohl's Corporation,** *Milwaukee, WI* August 2010 – September 2014
- Developed scalable front-end components for a Java-based enterprise platform, collaborating with back-end teams to ensure seamless data flow, UI responsiveness, and performance optimization.
- Accelerated front-end development workflows by utilizing Chrome Developer Tools, debugging UI inconsistencies, and implementing real-time JavaScript refinements before full-scale deployment.
- Pioneered early mobile web solutions, building HTML-based mobile sites with automated redirects, ensuring smooth transitions between desktop and mobile experiences before the adoption of responsive frameworks.
- Designed and executed A/B testing experiments using Adobe Analytics, deploying JavaScript-based dynamic UI variations to analyze user behavior, optimize engagement, and refine conversion strategies.
- Optimized cross-browser compatibility, ensuring a seamless experience across multiple platforms by debugging inconsistencies and fine-tuning JavaScript, jQuery, and CSS-driven interactions.

Front-End Designer – **Marcus Corporation,** *Milwaukee, WI* August 2004 – September 2010
- Designed, developed, and launched over 50 websites for hospitality, retail, and corporate clients, overseeing end-to-end web development from domain setup and database integration to UI/UX design and front-end implementation.
- Led the development of microsites for luxury hospitality brands, including The Pfister Hotel, Grand Geneva Resort, and Hilton Hotels, ensuring visually compelling, high-performance, mobile-responsive experiences tailored to brand identity.
- Built and optimized database-driven applications, utilizing Microsoft Access and early CMS platforms to automate content management, enabling non-technical teams to seamlessly update website content.
- Pioneered mobile-friendly, responsive web design, implementing early adaptive layouts before mainstream frameworks, ensuring a consistent and engaging user experience across devices.
- Integrated Google Analytics and SEO best practices, refining page structures, keyword strategies, and performance optimizations, leading to improved organic search rankings and enhanced user engagement.
- Collaborated with cross-functional teams, including designers, developers, and marketing specialists, to create visually compelling, high-converting websites aligned with business objectives.

PROJECTS

- **FIS Ethos Portal** | Ethos Portal
  Developed a React-based web portal with SSO authentication using IDP and Keycloak, enabling secure and seamless access to third-party financial services.
- **Brady Link360**| Brady Link360
  Built the Inspection API for seamless data flow between BradyConnect and Link360, integrating a Xamarin mobile app for on-the-go asset inspections.
- **BradyConnect** |Brady Client Services
  Developed a cloud-based inspection management system using AngularJS, Azure Microservices, and Ionic, improving compliance tracking and safety workflows.
- **Subaru Badge of Ownership**| Badge of Ownership
  Created an interactive loyalty program, enabling Subaru owners to design and share custom badges stored in AWS, with seamless social sharing capabilities.
- **Subaru Ambassador Program** | Subaru Ambassador
  Developed an online tracking system for Subaru Ambassadors to monitor campaign engagement, optimizing for mobile, tablet, and desktop experiences.

EDUCATION

- **Milwaukee Area Technical College (MATC), Milwaukee, WI** — *Ongoing Coursework*
- **University of Wisconsin-Milwaukee, Milwaukee, WI** — *Bachelor's in Fine Arts (Photography)*