Michael Weitzman

weitzly@gmail.com   323-401-2901   github.com/mikeweitz   linkedin.com/in/mikeweitzman

Front-end architect with extensive tooling experience, attention to detail, and commitment to delivering top tier in-browser experiences. I am versed in multiple React frameworks and ES6 modules, CSS modules, and CSS preprocessors, and Node applications.

TECHNOLOGY LEAD
Deutsch LA | Dec 2020 - Present

Key attributes and responsibilities
- Work on an embedded team within Yum corporation to build and maintain frontend component library for TacoBell.com marketing and e-commerce channels.
- Provide technical leadership through pair programming, code review, and merge request oversight.
- Build and deploy custom promotional pages to support Ad campaigns and other marketing driven initiatives.
- Work closely with iOS and Android app development teams, and Java-based backend teams.
- Implemented new documentation and linting tools standards to improve developer experience.

Primary skill utilization
React / NextJS / Contentful / Gitlab / Storybook / Node / AWS

FULL STACK DEVELOPER
Warner Bros | Mar 2020 - Dec 2020

Key attributes and responsibilities
- Maintain a complex ReactJS frontend deployed across 18 different regions with multi-language support.
- Ensure Unit and End-to-end testing requirements are followed across all components.
- Follow strict practices enforced with TypeScript, ESLint, and Prettier
- Work under consistent agile practices with 2 week sprints windows, retrospectives, and sprint planning sessions.

Primary skill utilization
React / Styled Components   / TypeScript / NodeJS

LEAD DEVELOPER
Haus | Aug, 2018 - Aug, 2019

Key attributes and responsibilities
- Build large-scale component driven React websites for major clients including Uber and Facebook.
- Follow opinionated, enterprise-quality coding standards on client platforms including Wordpress VIP, and FusionJS.

○ Integrate with various back-end platforms including Contentful,
    Wordpress VIP, and Chameleon.
  ○ Deliver above-quality code on time.

Primary skill utilization
React / Styletron / FusionJS / NextJS / Webpack / GSAP Animation

PRINCIPAL ENGINEER

Deutsch | May, 2018 - Aug, 2018

Key attributes and responsibilities
○ Scope and scaffold projects.
○ Provide stake-holders with implementation plans and estimates for
  project tasks.
○ Work closely with account, production, technology and QA teams to
  ensure projects are built to spec.
○ Scaffold front-end projects including documentation of requirements,
  dependencies, and work-flows.
○ Provide guidance to other developers on methodologies and preferred
  practices, and general requirements.

Primary skill utilization
Javascript / Node / Gulp / Git / AWS (S3, Lambda, CloudFront, Route 53)

SENIOR FRONT END ENGINEER

Deutsch | May, 2015 - May, 2018

Key attributes and responsibilities
○ Define and implement front end deliverables for client projects.
○ Provide level-of-effort estimates for project timelines.
○ Work closely with production teams to ensure projects are built to spec.
○ Scaffold front-end projects including READMEs, work-flows, and
  manage Repos.

Primary skill utilization
JavaScript / Node / jQuery / CSS Animations / HTML Templating /
PHP / Git / Gulp

SENIOR FRONT END PROTOTYPER

Yuzu by Barnes & Noble | Jul, 2014 - Feb, 2015

Key attributes and responsibilities
○ Build high fidelity in-browser prototypes.
○ Demonstrate proof-of-concepts as part of the user experience design
  work-flow.
○ Primarily focused on the Yuzu web client feature set.

Primary skill utilization
JavaScript / HTML / CSS / JS and CSS Animation / Ruby on Rails

SENIOR DIRECTOR OF DEVELOPMENT

bpg | Oct, 2012 - Jul, 2014

Key attributes and responsibilities
○ Primary point of contact for all development needs for bpg.
○ Provide oversight and feedback to internal and out-of-house developers.
○ Set architecture and development scope for html-driven projects.
○ Work closely with account team in responding to client requests.

Primary skill utilization
JavaScript / HTML / CSS / JS and CSS Animation / Ruby on Rails

CORE SKILLS
React
NextJS
Styletron
JavaScript / ES6
Node
Webpack
Gulp
Git
HTML
CSS / SCSS

ELECTIVES
Dependency Management (Yarn / NPM)
Webpack / Babel
AWS (S3, CloudFront, Lambda, Route 53)
Wordpress VIP
FusionJS
Shopify
Docker
Angula
Vue