MICHAEL WEITZMAN

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Principal Engineer and Frontend Leader with 10+ years building and scaling enterprise web applications. Proven record leading cross-functional teams, modernizing frontend architecture, and mentoring developers. Deep expertise in React/Next.js, Node.js, and cloud deployments.

TECHNOLOGY LEAD Taco Bell (contract) | Jan 2024 - Present

Hands-on frontend technology leader working with multiple teams on react, nextjs, and node implementations for tacobell.com ecommerce application.

○ Lead the technical overhaul with performance teams that Improved user checkout funnel by ~5%.
○ Streamlined frontend architecture for nextjs application to reduce build times by ~10%.
○ Partnered with the restaurant control center team to develop a framework for shared react components across dotcom and back-of-house teams.
○ Drove engineering growth through code reviews, pair programming, and knowledge sharing, improving code quality and adoption of best-practices.

TECHNOLOGY LEAD   Deutsch LA | Dec 2020 - Nov 2023

Lead engineer on embedded team within client organization to build and maintain frontend and API middleware for TacoBell.com

○ Lead several initiatives to improve developer workflow, and cut technical debt.
○ Partnered with cross-functional teams (marketing, product, content, analytics, performance) to deliver new features that supported major campaigns to boost site engagement.
○ Provide technical leadership through pair programming, code review, and merge request oversight.
○ Collaborate with iOS and Android development teams, and Java-based backend teams.

FULLSTACK DEVELOPER   Warner Bros | Mar 2020 - Dec 2020

Contributor on a cross-functional team running the consumer facing warnerbros.com site supporting 18 regions and thousands of statically generated routes.

○ Maintained a global ReactJS platform across 18 regions with multi-language support.
○ Improved reliability through unit and end-to-end testing, reducing production issues.
○ Enforced TypeScript, ESLint, and Prettier standards to ensure consistent, high-quality code.
○ Delivered features on time in Agile sprints, collaborating with cross-functional teams.

LEAD DEVELOPER   Haus | Aug, 2018 - Aug, 2019

○ Worked with Uber and Facebook clients to build large-scale component driven React websites.
○ Follow opinionated, enterprise-quality coding standards on client platforms including Wordpress VIP, and Uber's in-house FusionJS solution.
○ Integrate with various back-end platforms including Contentful, Wordpress VIP, and Chameleon.
○ Deliver high quality code on schedule.

PRINCIPAL ENGINEER   Deutsch LA | May, 2018 - Aug, 2018

○ Scoped and architected new client projects, defining technical requirements, dependencies, and implementation workflows to ensure on-time delivery.
○ Partnered with stakeholders across account, production, and QA teams to translate business needs into actionable technical plans.
○ Established project scaffolding and documentation standards, streamlining developer onboarding and reducing setup time.
○ Mentored and guided engineers on best practices in React architecture, code quality, and team workflows, raising overall engineering standards.

SENIOR FRONTEND ENGINEER Deutsch LA | May, 2015 - May, 2018

○ 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.

PRIOR EXPERIENCE 2010 - 2015

○ **SENIOR FRONTEND PROTOTYPER** Yuzu by Barnes & Noble | Jul, 2014 - Feb, 2015
○ **SENIOR DIRECTOR OF DEVELOPMENT** bpg | Oct, 2012 - Jul, 2014
○ **INTERACTIVE DEVELOPER** bpg | Nov, 2010 - Oct, 2012
○ **WEB DESIGNER** Silva Artist Management | Nov, 2010 - Oct, 2012

CORE SKILLS
React
NextJS
TypeScript / JavaScript / ES6
Node
SCSS / CSS
Git

ELECTIVES
AWS (S3, Lambda, ECS)
Postgres
Docker
Shopify
Stripe
Wordpress VIP