MICHAEL WEITZMAN

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Full stack engineer and frontend leader with 12+ years building complex, scalable enterprise web applications. Proven record working in cross-functional teams, modernizing frontend architecture, and mentoring developers. Deep expertise in React, Next.js, Node, and cloud deployments.

WORK EXPERIENCE

TECHNOLOGY LEAD Taco Bell (contract) | Jan 2024 - Oct 2025
Hands-on frontend technology leader working with multiple teams on react, Next.js, and node implementations for tacobell.com ecommerce application.

○ Domain expert on Dockerized Next.js application deployed to Amazon ECS serving 1.5 million daily users, driving millions in monthly revenue.
○ Streamlined frontend architecture for multi-zone Next.js application to reduce build times by ~10%.
○ Led multiple sprints of performance overhaul work that raised lighthouse scores and improved user checkout funnel by ~5%.
○ Partnered with the restaurant control center team to develop a framework for a shared component library across dotcom and back-of-house teams.
○ Drove engineering growth through code reviews, pair programming, and knowledge sharing to improve code quality and adoption of best practices.
○ Created and maintained CI/CD pipelines for test, build, deploy, and cache-clear stages.
○ Collaborated with Quality Assurance teams to establish acceptance criteria and ensure new features met performance, accessibility, and mobile-first standards.

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.

○ Partnered with cross-functional teams across marketing, product, content, analytics, visual design, and performance to gather requirements and deliver new features supporting campaigns that drive site engagement.
○ Consistently optimized products for a mobile-first customer base.
○ Conducted technical requirements gathering to ensure features are fully vetted for all user stores.
○ Provided technical leadership through pair programming, code review, and merge request oversight to align features with software development best practices.
○ Collaborated with design and product teams to deliver comprehensive user experiences that cover all use cases and application states.
○ Created versatile and reusable content models consumed via GraphQL endpoints to support Content teams.
○ Launched a Progressive Web App incorporating custom AI workflows into a tablet-first Canvas app.

SENIOR SOFTWARE ENGINEER Warner Bros (contract) | 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 consistent application of unit, snapshot and integration testing.
○ Enforced TypeScript, ESLint, and Prettier standards to ensure consistent, high-quality code.
○ Delivered features on time in Agile sprints, collaborating with cross-functional teams.
○ Maintained unit and end-to-end test suite using Jest and Cucumber to ensure reliability and quality of core features.

LEAD DEVELOPER Haus | Aug 2018 - Aug 2019

○ Worked with Uber and Facebook clients to build large-scale component driven React websites using CSS-in-JS paradigms for interactivity, and event-driven animations with Greensock (GSAP).
○ Followed opinionated, enterprise-quality coding standards on client platforms including Wordpress VIP, and Uber's in-house FusionJS React framework.
○ Integrated with various back-end platforms including Contentful, Wordpress VIP, and Chameleon.
○ Consistently shipped high-quality code on aggressive deadlines.

PRINCIPAL ENGINEER Deutsch LA | May 2018 - Aug 2018

○ Gather requirements to scope and architect new client projects, defining technical workflows and dependencies 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

○ Defined and implemented front end deliverables for client projects.
○ Provided level-of-effort estimates for project timelines.
○ Worked closely with production teams to ensure projects are built to spec.
○ Scaffolded front-end projects including READMEs, work-flows, and managed code repositories.

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

SKILLS

React, Next.js, TypeScript, JavaScript, Node, Git, SCSS, CSS, Styled Components, Tailwind, Docker, Postgres, Storybook, AWS ECS, Lambda, API Gateway S3, Cloudfront, Amplify, Lightsail, Vercel, Netlify, Jest, Playwrite, Shopify, Stripe, AI assisted code workflows, Wordpress VIP, CSS Modules, Styled Components, NPM Workspaces, Monorepo, Datadog, Fullstory, Optimizely, Python (currently learning).

EDUCATION

Occidental College | Bachelor of Arts, Economics

INTERESTS

○ Music and live entertainment: I've posted a monthly playlist on Spotify for years as a place to catalog my music discovery habits.
○ fantasyreality.tv a fantasy-sports style platform I built for narrative entertainment.
○ PC, Console, and Tabletop gaming: Blue Prince (ps5), Carcassonne (TT), Super Mega Baseball (Switch)