

Michael S. Hertzberg

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Professional Summary

Staff Software Engineer with 15+ years building complex web applications, specializing in frontend architecture and design systems. Deep expertise in Node.js, Deno, TypeScript, React and Svelte ecosystems, and strong foundation in full-stack development.

Experience

Senior Software Engineer (Full Stack)

Boost Studios • Crypto/Blockchain

Aug 2024 - Present

Remote

Technologies: TypeScript, React, Next.js, Wagmi, Viem, Design Systems

- Architected and developed an embeddable Widget SDK in TypeScript/React, creating extensible base classes that powered various Web3 features including token-reward claiming functionality
- Spearheaded and delivered a comprehensive design system initiative, including a React component library that standardized UI development across all company products
- Achieved 100% increase in both design and engineering productivity through systematic implementation of reusable components and design patterns
- Created scalable frontend architecture patterns that significantly reduced development overhead, allowing engineers to focus on core business logic while maintaining consistent UI/UX standards

Senior Staff Software Engineer

CamoAg • AgTech

Nov 2023 - Jul 2024

Remote

Technologies: TypeScript, React, MapboxGL, React Query, GraphQL

- Co-led development of an enterprise geospatial platform in TypeScript/React, consolidating multiple mapping tools into a unified solution for agricultural land management
- Built complex layer management system and interactive toolbar interface using Mapbox GL, enabling efficient visualization of land data and property analytics
- Designed and implemented URL-based state management using React Context and React Query, replacing Redux to reduce boilerplate and enable seamless deep-linking
- Enhanced application performance through optimistic rendering patterns and streamlined data flow, significantly reducing load times and runtime errors

Staff Software Engineer

TrueML • FinTech

Nov 2020 - Jan 2023

Remote

Technologies: AWS CDK, TypeScript, React, MobX, GraphQL, Design Systems

- Led frontend development and co-architected infrastructure for TrueML Financial Services, a proof-of-concept credit-building platform. Used MobX-State-Tree with MSTGQL to automatically generate typed models from GraphQL schema, ensuring perfect client-server data consistency.
- Built high-performance internal metrics dashboard that replaced costly third-party solution, achieving sub-2s load times through strategic cache management
- Spearheaded React component library and design system initiative, establishing consistent UI patterns and accelerating development across product teams

Senior Software Engineer
G/O Media • Media

Dec 2016 - May 2020
New York, NY / Remote

- Led G/O Media's platform transition from Backbone.js to React/TypeScript, building a multi-tenant architecture with server-side rendering that enabled independent team deployments
- Established core developer tooling and React infrastructure that simplified workflows and shortened engineering on-boarding from weeks to days

Senior Software Engineer
RedOwl • Cybersecurity

Jul 2016 - Nov 2016
New York, NY

- Enhanced enterprise threat detection platform's search capabilities by implementing advanced filtering UI and migrating state management from Flux to Redux
- Developed key features for large-scale data visualization and monitoring tools used by Fortune 500 companies to identify internal security risks
- Core contributor to the platform's UI architecture, later acquired by Forcepoint

Senior Front-End Engineer
ZocDoc • HealthTech

Feb 2016 - Jul 2016
New York, NY

- Created ZocDoc's first external appointment booking SDK, engineering a React-based widget that enabled medical practices to embed scheduling directly on their websites
- Led migration strategy from Ember to React components, coordinating with teams to systematically deprecate legacy functionality
- Taught advanced JavaScript and React concepts to engineering interns, helping shape ZocDoc's summer education program

Software Engineer @ ShopKeep by Lightspeed • Point-of-Sale Tech	2014 - 2016 (New York, NY)
Senior Software Engineer @ MiMedia • Cloud Storage	2012 - 2014 (New York, NY)
Senior Front-End Engineer @ eMusic • Digital Media	2012 - 2012 (New York, NY)
Front-End Engineer @ Built by the Factory • Agency	2011 - 2012 (New York, NY)
Front-End Engineer @ Coed Media Group • Media	2010 - 2011 (New York, NY)
Freelance Consultant @ Self-employed	2007 - 2010 (New York, NY)

Skills

- **Core:** JavaScript, TypeScript, Node, Deno
- **Frontend Architecture:** React, Solid, Next.js, Svelte, SvelteKit, Design Systems, Multi-tenancy, Real-time, Streaming and WebRTC,
- **Rendering & Apps:** SSR, SSG, CSR, PWAs, SPAs, Micro Frontends
- **UI & Components:** Radix UI, React-Aria, shadcn/ui, Tailwind, UnoCSS, Open Props, CVA,
- **UI State:** React Query, MobX, XState, Jotai, Signals, GraphQL, REST
- **Web3:** Wagmi, Viem, RainbowKit
- **Testing:** React Testing Library, Jest, Cypress, TDD
- **Build & Deploy:** Webpack, Vite, Rollup, ESBUILD, GitHub Actions, CI/CD
- **Infrastructure:** AWS (CDK, Lambda, S3), K8s, Docker, Vercel, Serverless
- **Data:** PostgreSQL, Supabase, Redis, Drizzle ORM
- **Leadership:** Servant, Team Mentoring, Code Review