



Michael Scott Hertzberg

Senior & Staff SE / 347-420-6397 / mshertzberg@gmail.com

A self-taught programmer since childhood, Michael's interests range from dealing with Perl and PHP 3 in the late 90s, computer security in the 2000s, modern JavaScript development in the 2010s, to complex web application development & architecture in the 2020s.

Self-taught, Web Application Engineer with 10+ years of professional experience with a passion for knowledge-sharing and mentorship.

Experience in green-fielding scalable, serverless, multi-tenant web applications.

Former BeerJS chapter leader; Former Marionette JS (Backbone.js) group speaker; Civic Hall NY speaker; and GitHub contributor.



github.com/moimikey



npmjs.com/~moimikey



linkedin.com/in/mshertzberg

Experience

TrueML (TrueAccord)

Staff Software Engineer

Remote

Nov 2020 – Jan 2023

- Collaboratively architected, developed and launched a credit-building loan platform for TrueAccord Financial Services, a subsidiary of TrueML, using NextJS, React, MobX, MST, MST-GQL, Prisma & GraphQL. Application development was designed to sustain 1:1 schema mapping, end-to-end.
- Lead architecture, developed and launched an internal metrics dashboard, eliminating the need and cost of an existing third-party solution. This reduced page-load time to less than 2 seconds with periodic cache revalidation.
- Introduced and orchestrated the adoption of a design system and reusable React components with Atomic Design principles to encourage high reusability and uniformity across teams.

G/O Media (Gawker; Gizmodo)

Senior Engineer

New York, NY, Remote

Dec 2016 – May 2020

- Collaboratively developed a multi-tenant, server-side rendered React application, gradually replacing a legacy monolith. This allowed engineers to work independently and significantly reduced the amount of time for onboarding and contributing.
- Pitched and built the initial React application structure and developer tooling. This resulted in clearer estimates throughout project sprints by providing a better developer experience.

RedOwl Analytics

Senior Engineer

New York, NY

Jul 2016 — Nov 2016

- Collaboratively worked on an enterprise-level web application for monitoring user behavior to inform risk and internal threat.
- Individually contributed to UI-heavy search functionality for super-granular data filtering in React and Redux.
- Later acquired and merged with Forcepoint.

Zocdoc

Senior Frontend Engineer

New York, NY

Jan 2016 — Jul 2016

- Jump-started initial design and development for a third-party embeddable widget in JavaScript and React. This was the first proof-of-concept for booking appointments with Zocdoc through third-party websites and applications.
- Collaboratively planned and executed on strategy to deprecate previously made Ember components and functionality, to React.
- Lead a 3-hour class on Advanced JavaScript with React as part of a Summer internship program for prospective engineers.

ShopKeep

Software Engineer

New York, NY

Oct 2014 — Feb 2016

- Collaboratively re-wrote MVC-style Backbone.js to React, with early implementations of Flux.
- Collaboratively developed an inventory of reusable React components.
- Of the first contributors and users of Storybook for React component-driven development.

MiMedia

Senior Software Engineer, UI

Brooklyn, NY

Oct 2012 — Oct 2014

- Collaboratively developed a highly interactive web application for content storage management in Backbone.js and Marionette.js.
- In 2014, presented for the first-time at the NYJS meet-up hosted at Infor in NYC on “Modeling and Building Components for Large-scale Web Applications,” exemplifying implementation of component composition and reusability.

<https://tinyurl.com/mimedia-hertzberg>

eMusic

Senior Frontend Engineer

New York, NY

Feb 2012 – Oct 2012

- Developed a micro web-app for an accompanying commercial-size photo booth which debuted at the Pitchfork Music Festival '12 in Chicago, called the "eMusic Electro Musical Energy Visualizer."
- Developed a micro web-app in JavaScript, Backbone.js and PHP: An interactive map with integrated social feed, using hashtags and location to populate map markers.
- Created eMusic's mobile experience from the ground-up with jQuery & jQuery Mobile.

Built by the Factory

Frontend Engineer

New York, NY

Jun 2011 – Feb 2012

- Developed and launched WordPress driven projects for The 40/40 Club, June Ambrose (public figure), Cultivar by Kraft Foods (campaign), The Highline Ballroom, and The Howard Theatre in Washington D.C.
- Agile development in PHP, JavaScript and Backbone.js.

Coed

Senior Frontend Engineer

New York, NY

Aug 2010 – Jun 2011

- Lead front-end development in JavaScript and PHP of three largely trafficked web properties, focused on the College-level demographic.
- Lead migration and content import strategies for newly acquired properties, onto WordPress VIP from WordPress and Joomla.

Skills & Expertise

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|---|---|
| → Atomic Design (e.g., Brad Frost, design systems) | → Internationalization (i18n), Localization (L8n), & Accessibility (a11y) |
| → Atomic Development | → Micro-frontends (MFE) |
| → Authentication & authorization (e.g., JWT, Cognito, OAuth, SuperTokens) | → Package managers (e.g., npm, pnpm, yarn) |
| → Build tools and bundlers (e.g., esbuild, Nx, turbo, webpack) | → Performance optimization (e.g., code-splitting, caching, lazy loading, load balancing, @edge) |
| → CSS frameworks & libraries (e.g., styled-components, Styletron, UnoCSS, Sass) | → Project management & tooling (e.g., JIRA, Asana, Pivotal, Basecamp) |
| → Client-side rendering (CSR) | → React core, hooks, concurrency & Context API |
| → Component architecture | → Server-side rendering (SSR) |
| → Continuous integration & deployment (CI/CD) | → State management (e.g., MobX, Jotai, Redux-like) |
| → Data fetching & querying libraries (e.g., swr, React Query) | → Static site generation (SSG) |
| → Database access & ORM (e.g., Apollo, Prisma) | → Testing frameworks (e.g., Jest, Enzyme) |
| → Debugging tools & techniques | → Transport APIs (e.g., REST, GraphQL, gRPC) |
| → Error handling & logging | → Type Safety (e.g., TypeScript, tRPC) |
| → Feature switch-driven development | → Web APIs (e.g., HTML5, CSS3) |
| → Infrastructure as code (IaC) (e.g., AWS CDK) | → Web Frameworks (e.g., Next.js, SolidJS, Vite) |
| | → Web Security (e.g., CSP, HSTS, SRI) |