



# Michael Scott Hertzberg

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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.



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10+ years of professional experience, and passion for knowledge-sharing and mentorship.

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

Former BeerJS chapter leader; Former Marionette.js group speaker; Civic Hall NY speaker; and GitHub contributor (and Arctic Vault); DEV.to trusted user & moderator.

## Experience

### **TrueML** (formerly 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** (formerly Gawker, Gizmodo Media Group, The FMG)

*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** (acquired by ForcePoint)*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.

**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** (acquired by Lightspeed)*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)                        | → 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 (e.g., UnoCSS, Tailwind)                                 | → 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                                     | → State management (e.g., MobX, Jotai, Redux-like)  |
| → Data fetching & querying libraries (e.g., swr, React Query)             | → Static site generation (SSG)  |
| → Database access & ORMs (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)   |
| → Internationalization (i18n), Localization (L8n), & Accessibility (a11y) | → Web Security (e.g., CSP, HSTS, SRI)   |