



Michael Scott Hertzberg

Senior Staff Web & Product Engineer / [347-420-6397](tel:347-420-6397) / mshertzberg@gmail.com



github.com/moimikey



linkedin.com/in/mshertzberg



dev.to/mshertzberg

With over 15 years of web application engineering expertise, excelling in JavaScript, TypeScript, Node/Deno, React, GraphQL, Next.js, and various state management libraries, as well as Infrastructure as Code using AWS CDK. Known for creating high-performance user interfaces and seamless experiences across web, mobile, and assistive devices. Driven by innovation, continuous learning, and collaboration, ready to enhance any software engineering team with a commitment to growth and adaptability.

Experience

TrueML (formerly TrueAccord)
Staff Software Engineer

November 2020 — January 2023

- Collaboratively architected, developed, and launched a credit-building loan platform using NextJS, React, MobX, MST, MST-GQL, Prisma & GraphQL. The application was designed to sustain 1:1 schema mapping, end-to-end.
- Led the architecture, development, and launch of 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 based on Atomic Design principles, fostering high reusability and uniformity across teams.

G/O Media, New York, NY
Senior Engineer

December 2016 — May 2020

- Collaboratively developed a multi-tenant, server-side rendered React application, gradually replacing a legacy monolith. This initiative enabled engineers to work independently and substantially reduced onboarding and contribution time.
- Pitched and constructed the initial React application structure and developer tooling. This effort resulted in clearer project sprint estimates by enhancing the overall developer experience.

RedOwl Analytics (acquired by ForcePoint), New York, NY
Senior Engineer

July 2016 — November 2016

- Collaboratively worked on an enterprise-level web application for monitoring user behavior to inform risk and internal threat. Introduced the usage of Redux-Saga, streamlining testing and enhancing control flow within the complex application.
- Individually contributed to UI-heavy search functionality in React and Redux, allowing for super-granular data filtering. The introduction of Redux-Saga enhanced testing and control flow, particularly in a complex environment, making the development process more efficient and robust. This innovation significantly improved the application's performance and maintainability.

Zocdoc, New York, NY
Senior Frontend Engineer

January 2016 — July 2016

- Jump-started the initial design and development of a third-party embeddable widget in JavaScript and React. This groundbreaking project served as the first proof-of-concept for booking appointments with Zocdoc through third-party websites and applications.
- Collaboratively planned and executed a strategic migration from previously developed Ember components and functionality to React, enhancing performance and maintainability while ensuring a seamless transition.
- Organized and led an Advanced JavaScript & React class as part of a Summer internship program for prospective engineers. This initiative provided valuable educational opportunities for emerging talents in the field.

ShopKeep (acquired by Lightspeed), New York, NY
Software Engineer

October 2014 — February 2016

- Re-wrote MVC-style Backbone.js-to-React and Flux libraries, modernizing the codebase and improving the overall maintainability of the project.
- Developed an inventory of reusable React components, streamlining development processes and enhancing consistency and efficiency across projects.
- Acted as one of the first contributors and users of Storybook for React component-driven development, contributing to the adoption of best practices and efficient development workflows within the organization. This pioneering work played a pivotal role in promoting a component-centric approach to UI development.

MiMedia, Brooklyn, NY
Senior Software Engineer, UI

October 2012 — October 2014

- Collaboratively developed a highly interactive web application for content storage management using Backbone.js and Marionette.js, written in CoffeeScript and JavaScript. This project demonstrated a deep understanding of front-end technologies, ensuring efficient content storage management for the organization.
- In 2014, presented at the NYJS meet-up in NYC on "Modeling and Building Components for Large-scale Web Applications," emphasizing component composition and reusability.

eMusic, New York, NY
Senior Frontend Engineer

February 2012 — October 2012

- Developed the "eMusic Electro Musical Energy Visualizer," a micro web-app for a commercial-size photo booth that made its debut at the Pitchfork Music Festival '12 in Chicago, showcasing creativity and innovation in event technology.
- Created an interactive map with integrated social feed, using JavaScript, Backbone.js, and PHP. This web app utilized hashtags and location data to populate map markers, enhancing user engagement and interaction.
- Established eMusic's mobile experience from the ground up, utilizing jQuery and jQuery Mobile, demonstrating a deep understanding of mobile web development and user-friendly design principles.

Built by the Factory, New York, NY
Frontend Engineer

June 2011 — February 2012

- Developed and launched WordPress-driven projects for prominent clients, including The 40/40 Club, June Ambrose (public figure), Cultivar by Kraft Foods (campaign), The Highline Ballroom, and The Howard Theatre in Washington D.C., showcasing versatility and ability to meet diverse client needs.
- Engaged in agile development practices, using PHP, JavaScript, and Backbone.js, demonstrating adaptability and proficiency in dynamic project environments.

- Led front-end development in JavaScript and PHP for three high-traffic web properties targeting the College-level demographic. Demonstrated proficiency in managing and enhancing web properties with a significant user base.
- Led migration and content import strategies for newly acquired properties, transitioning them onto WordPress VIP from WordPress and Joomla. This leadership role contributed to the efficient and seamless integration of new properties into the organization's ecosystem.

Skills & Expertise

Presentation:

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

Frontend Development:

- React (core, hooks, concurrency, Context API)
- Next.js, SolidJS, Astro, Gatsby
- Rendering concepts:
 - Client-side rendering (CSR)
 - Server-side rendering (SSR)
 - Static site generation (SSG)
- Component architecture
- Micro-frontends (MFE)
- HTML (and HTMX)
- CSS & Styles (Tailwind, Panda, UnoCSS, CVA, Open Props)

Backend & Infrastructure:

- Node, Deno, Bun
- Database access & ORMs (Apollo, Prisma)
- Authentication & authorization (JWT, Cognito, OAuth, SuperTokens)
- Infrastructure as code (IaC) (AWS CDK)
- Transport APIs (REST, GraphQL, gRPC)

Web Technologies:

- Web APIs (HTML5, CSS3)
- Performance optimization (code-splitting, caching, lazy loading, load balancing, @edge)
- Web Security (CSP, HSTS, SRI)
- Internationalization (i18n), Localization (L8n), & Accessibility (a11y)
- Debugging tools & techniques

Development Tools & Practices:

- Atomic Design (Brad Frost, design systems)
- Build tools and bundlers (esbuild, Nx, turbo, webpack, bun)
- Continuous integration & deployment
- Feature switch-driven development
- Testing frameworks (Jest, Enzyme, Supertest, React Testing Library, Cypress, bun)
- Project management & tooling (JIRA, Asana, Pivotal, Basecamp)
- Error handling, Exception handling & logging
- Type Safety (TypeScript, tRPC)