Michael Scott Hertzberg

Staff Software Engineer / 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.

Web application engineer with 10+ years of professional experience with a passion for continuing education and mentorship.

Expertise in green-fielding scalable, multi-tenant web applications with TypeScript and Infrastructure as Code solutions.

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

Expertise

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

Experience

TrueML (TrueAccord)
Staff Software Engineer
Remote
Nov 2020 — Jan 2023

Collaboratively architected, developed, and successfully launched, a credit-building loan platform for TrueAccord Financial Services, a subsidiary of TrueML.

Lead, architected, developed and successfully launched, an internal metrics dashboard for our business partners for TrueAccord's Retain product.

G/O Media (Gawker; Gizmodo)
Senior Engineer
New York, NY, Remote
Dec 2016 — May 2020

Over 3 years of dedication in building a robust, multi-tenant, server-side rendered, React application. Kinja is an in-house built CMS, providing a platform to some of the most well-known brands, such as The Onion, Gizmodo, The Root and Lifehacker.

Contributions from myself included building the initial React application architecture, providing better developer tooling, and many features that still exist in production.

RedOwl Analytics
Senior Engineer
New York, NY
Jul 2016 — Nov 2016

Member of the application team, working on an enterprise level React application. This application acted as an external and internal tool for presenting data on internal threats via RedOwl's proprietary security platform.

Zocdoc
Senior Frontend Engineer
New York, NY
Jan 2016 — Jul 2016

Taught a 3-hour internship class on Advanced JavaScript with React.

Built the foundation for a third-party embeddable widget in JavaScript with React. The first external widget for booking appointments through any third-party website.

ShopKeep
Software Engineer
New York, NY
Oct 2014 — Feb 2016

Collaboratively developed a web application and inventory of React components for ShopKeep's re-launched "BackOffice" customer portal.

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 architected and developed a highly interactive cloud storage web application with Backbone.js and Marionette.js.

eMusic

Senior Frontend Engineer
New York, NY
Feb 2012 — Oct 2012

Developed a web application in partnership with Pitchfork, Mother, and The Bosco called the "eMusic Electro Musical Energy Visualizer," debuted at the Pitchfork Music Festival '12 in Chicago.

Re-developed eMusic's mobile experience.

Successfully pitched the transition to Git & GitHub from Subversion.

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.

Coed

Senior Frontend Engineer
New York, NY
Aug 2010 — Jun 2011

Lead development of three largely trafficked web properties.

Lead migration and content import strategies for newly acquired properties, onto WordPress VIP.

Lead migration of Google DFP to OpenX Enterprise.