



MICHAEL DROTAR

Senior Front-end Engineer

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SKILLS

Front-end

| | | |
|---------------|-------------|--------------|
| React | Redux | Next.js |
| Accessibility | Responsive | Cross-device |
| Jest | Cypress | Storybook |
| Analytics | SEO | OpenGraph |
| HTML5 | CSS3 | Typescript |
| Angular | Vue | Ember |
| TailwindCSS | Material UI | Bootstrap |

Back-end

| | | |
|--------------|------------|--------------|
| Node.js | Next.js | Express.js |
| Ruby | Rails | ActiveRecord |
| MySQL | PostgreSQL | Redis |
| REST | JSONAPI | GraphQL |
| Microservice | XSS | SSL |

Tools

| | | |
|------------|------------|---------|
| Git | Lambdatest | Copilot |
| Photoshop | Figma | Zeplin |
| Lighthouse | NVDA | Wave |

Integrations

| | | |
|------------|------------|---------|
| Stripe | Optimizely | Heap |
| LiveBlocks | Intercom | Twilio |
| Prismic | Builder.io | Webflow |
| DataDog | Frontegg | Stream |

Leadership Skills

| | |
|---------------------|---------------------|
| Problem solving | Team building |
| Conflict resolution | Mentoring |
| Strategic planning | Iterative execution |
| Project management | Cross-functional |

EDUCATION

2008 B.S. Software Engineering
University of Advancing Technology

EXPERIENCE

Senior Front-end Engineer, Growth

2022 - 2023

Flowcode

New York, NY

Rebuilt the self-service business model to support multiple plans, user cohorts and pricing tests, resulting in a 10% increase in MRR for 12 consecutive months, 20k new paying customers and \$10M total ARR. Mentored interns to senior team members across engineering, management, design and analysis, facilitating 4 internal promotions.

Developed local A/B test overrides, reducing time to test them by 50%, streamlining the test process and ensuring E2E test consistency.

Enhanced CMS to support string interpolation, elevating CMS usage from storing 80% to 90% of page content, leading to more flexibility without compromising functionality.

Integrated A/B test and CMS enhancements to enable effortless testing of large and small variations, leading to 10% more signups through the launch of over 50 A/B tests developed by 2 engineers in a single quarter.

Established standards for API endpoints and error handling, reduced number of endpoints by over 50% by focusing on reusable resources.

Led and successfully executed team-wide projects on email verification, referrals, a redesigned checkout and free trials.

Lead Front-end Engineer

2018 - 2022

VisitDays

New York, NY

Managed team of 5 while leading development of a platform connecting students to higher ed during Covid, started releases within 3 months. Achieved yearly cost savings over \$20,000 by reducing third-party usage. Increased application scalability from supporting under 200 users to over 10,000 users during hourly traffic spikes.

Improved code review quality and deploy times to significantly reduce production bug occurrence and resolution time.

Built in-app chat application on Stream APIs to connect students to institutions, reduced MAUs by over 90% to keep costs low by only connecting users that engaged with it or had pending messages.

Lead Web Solutions Developer

2011 - 2018

Radial (formerly eBay Enterprise)

King of Prussia, PA

Led team of 5 people to deliver a multi-tenant order management and fulfillment app with Ruby on Rails and microservice Java APIs.

Started pattern library, release notes and accessibility guidelines to improve team velocity and visibility across the org.