# MICHAEL DUNLOP

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## PROFESSIONAL SUMMARY

Senior fullstack developer with 10+ years of specialized experience in React ecosystem and JavaScript technologies. Expert in developing high-performance, scalable web applications for marketing, entertainment, and brand sectors. Proven track record of leading development teams and delivering award-winning digital experiences that drive engagement and conversion.

## TECHNICAL SKILLS

- **Frontend**: React (10+ years), Next.js, Remix, SvelteKit, TypeScript, Tailwind CSS, Radix, Zustand, React Query, Storybook, React Testing Library
- **Backend**: Node.js, GROQ, GraphQL, REST
- **Databases**: MySQL, Upstash (Redis), PlanetScale
- **CMS**: Headless CMS (Sanity, Hygraph, Contentful), Wordpress
- **DevOps**: Vercel, CI/CD, AWS, GitHub Actions
- **Tools**: Cursor IDE, Visual Studio, GIT/Version Control
- **AI**: Stable Diffusion, RunwayML

## EXPERIENCE

**Droplab**                                                                 **Jan 2019 - Present**
*Lead Technologist / Fullstack Engineer*
- Spearheaded development of 30+ React/Next.js sites and applications, increasing client conversion rates by an average of 22%
- Architected scalable headless CMS solutions using Next.js, Remix, SvelteKit, Sanity, and TypeScript, improving content team productivity by 60% while maintaining sub-1s page load times
- Implemented modern React patterns (Context API, Custom hooks, React Query, SWR) across multiple client projects, reducing codebase complexity by 17%
- Activision - Call of Duty: The Truth Lies Microsite: Architected an award-winning React + WebGL application handling 3M+ site views in first 72 hours
- HBO - House of The Dragon: Architected 3 award-winning React + WebGL microsites boosting user engagement 32%

**Concept Arts**                                                            **Jun 2013 - Apr 2020**
*Senior Fullstack Engineer*
- Led development team through dozens of high-profile film and TV web projects using React, increasing audience awareness by 25%
- Architected headless CMS solution using React and WordPress, improving page load speeds by 60% while enhancing content creation workflow
- Developed a custom NPM component library used across all projects, accelerating development time for new projects by 45%
- Developed a custom Doubleclick optimized, HTML5/Javascript/Node.js Display Ad framework used across all display ad projects, accelerating development time for new projects by 65%
- Architected a React microsite for Netflix's Stranger Things with a custom video compositing backend service (PHP + MySQL + FFMPEG), generating over 20,000 videos and boosting fan engagement and social virality
- Designed and implemented a fullstack microsite for Warner Bros using TypeScript and React, featuring an HTML5 canvas-powered avatar designer, resulting in over 970,000 avatars generated and increased fan engagement and film awareness

**Independent Consultant**                                                  **Jun 2009 - Jun 2013**
*Fullstack Developer*
- Delivered fullstack PHP and JavaScript development services using TypeScript and React Query for brand, entertainment, and agency clients, enhancing their digital presence

- Developed custom Facebook applications using AWS and CI/CD pipelines for various brand, entertainment, and agency clients, improving user engagement and client satisfaction

**M80 Services**                                                                        **Jun 2005 - Jun 2009**
*Fullstack Developer*
- Developed custom analytics dashboard using JavaScript and PHP, increasing marketing campaign ROI by 35%
- Managed mission-critical infrastructure using PHP, CodeIgniter, MySQL, ensuring 99.9% uptime for client services and enhancing service reliability
- Implemented automated monitoring and reporting tools, increasing team productivity by 25%

## AWARDS

- Webby Award Winner - House of the Dragon Microsites
- Clio Awards Shortlist
- Call of Duty: The Truth Lies Microsite
- House of the Dragon Microsites
- The Peacemaker, Interactive Trailer Microsite
- Shorty Award Winner- Call of Duty: The Truth Lies Microsite
- Promax Gold
- House of the Dragon Microsites
- The Peacemaker, Interactive Trailer Microsite
- Promax Silver - The Peacemaker, Interactive Trailer Microsite

## EDUCATION

**Moorpark College**                                                                           **1995 - 1997**
*General Studies*