

MICHAEL DUNLOP

Senior Fullstack Engineer | React Specialist | Lead Technologist

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PROFESSIONAL SUMMARY

Senior Fullstack Engineer / Lead Technologist with 10+ years of experience architecting and delivering high-scale React and JavaScript applications for entertainment, marketing, and brand clients. Expert in designing reusable frameworks, scalable headless CMS architectures, and interactive microsites adopted across multiple teams. Proven ability to lead cross-team technical strategy, mentor engineers at all levels, and establish best practices that improve performance, maintainability, and developer productivity. Recognized for delivering award-winning digital experiences with high engagement and visibility.

TECHNICAL SKILLS

FRONTEND: React (10+ yrs), Next.js, Remix, SvelteKit, TypeScript, Tailwind CSS, Radix, Zustand, React Query, Storybook, React Testing Library

BACKEND: Node.js, GROQ, GraphQL, REST, OAuth, PHP

DATABASES: MySQL, PlanetScale, Upstash (Redis), DynamoDB

CMS: Headless CMS (Sanity, Hygraph, Contentful), Wordpress

DEVOPS: AWS, Vercel, CI/CD, GitHub Actions

TOOLS: Cursor IDE, VS Code, Git

AI: OpenAI, Stable Diffusion, RunwayML

EXPERIENCE

Droplab, Lead Technologist / Lead Fullstack Engineer

Jan 2019 - Present

- Directed technical architecture & delivery across 30+ React/Next.js microsites, standardizing scalable React/Next.js/Node.js/SvelteKit solutions.
- Designed reusable component libraries and CMS architectures adopted company-wide, improving developer efficiency by 45–60%.

- Defined engineering standards & best practices across teams, ensuring high performance, maintainability, and sub-second page loads.
- Mentored engineers at all levels and facilitated cross-team design reviews.
- Collaborated with product & design teams to align technical solutions with business objectives.
- 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%

Notable Projects:

- **Activision - Call of Duty: The Haunting UGC Microsite:** Architected a massively scalable React application handling hundreds of large video uploads at high traffic levels with a custom Administration tool.
- **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, Senior Fullstack Engineer

Jun 2013 - Apr 2020

- 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%

Notable Projects:

- **Netflix - Stranger Things UGC Microsite:** Architected a React microsite with custom video compositing backend service (PHP + MySQL + FFmpeg). Over 20,000 videos generated boosting fan engagement and social virality.
- **Warner Bros - Squad Yourself UGC microsite:** Architected a fullstack microsite with an html5 canvas powered avatar designer. Over 970,000 avatars generated boosting fan engagement and film awareness.

Independent Consultant, Fullstack Developer

Jun 2009 - Jun 2013

- Provided fullstack PHP and Javascript development services for brand, entertainment, and agency clients

- Provided custom Facebook Application development services for numerous brand, entertainment, and agency clients

M80 Services, Fullstack Developer

Jun 2005 - Jun 2009

- Developed custom analytics dashboard using JavaScript and PHP, increasing marketing campaign ROI by 35%
- Managed mission-critical infrastructure ensuring 99.9% uptime for client services
- 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, General Studies, 1995-1997
- Interactive Tutorials: Hands-on practice through platforms like Coursiv, Codecademy, CodePen for ongoing skill building and prototyping.
- Technical Documentation: Consistent reading of official documentation to master new frameworks and libraries
- Developer Communities: Active engagement in Stack Overflow, GitHub discussions, and relevant Discord servers to solve problems and share knowledge
- Personal Projects: Application of new concepts through side projects to solidify understanding
- Technical Blogs: Following influential tech blogs and newsletters to stay informed about industry

trends