

Micah Cambre

Engineering, Development, & Management

<https://asuh.com/work/>
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I bring two decades of experience as a technology & digital product leader focused on efficient end-to-end product life cycles. My skill set includes proven capabilities in product strategy, engineering management, and front-end engineering. I collaborate seamlessly with designers, marketers, engineers, and managers, playing a pivotal role in guiding products from conceptualization to delivery. I am a long-time advocate for responsive and inclusive user interfaces, using semantic HTML and modern CSS and Javascript to create engaging and accessible digital experiences.

EXPERIENCE

Engineering Manager & Engineering Lead @ Highspot | 2022 - 2024

- Strengthened **cross-functional collaboration** by fostering stronger partnerships with Marketing, Design, Security, and Engineering
- Revitalized the Marketing Web strategy by redefining **key performance indicators**, completing a higher percentage of **KPIs**. Focused efforts on improving **performance**, achieving **higher SEO rankings**, and ensuring better **accessibility** for improved **user experience**
- Used **Core Web Vitals** metrics to improve **TTFB** by more than 50% from >2.5 seconds to ~800 milliseconds, **LCP** down to <2 seconds
- Overhauled developer and product documentation; recorded **3rd-party data flow** audit
 - Streamlined time management, optimized end-to-end workflows, created security and bug playbooks, and enhanced **OKRs**
- Implemented new **QA test case workflow** and **end-to-end regression testing**, effectively decreasing buggy releases by 80%
- Introduced **Observability** to the front-end using **New Relic**, notifying **PagerDuty** for on-call engineers to quickly resolve issues
- Refined **agile-based product life cycle management** for a faster turnaround and more efficient redesign of the marketing site
- Organized **WP Engine**, **AWS**, and hosting tools to improve file management and structure; **GitHub Actions** support for deployment
- Collaborated with Design team to update the **design system**, improving categorization of patterns and tokens
- Delivered **React components** and production quality code

Software Engineer @ Biteable | 2020 - 2022

- Conceptualized, defined, and coordinated the design, development, testing, and successful launch of an innovative **Headless CMS using Next.js** for the front-end
- Strategically managed the implementation of **Storybook component library** using **React** for the **User Interface Library**
- Utilized deployment strategy using **AWS S3**, managed **S3 buckets** and **Cloudfront edge network** support
- Increased performance metrics like **LCP** and **TTFB** by 30% by achieving key **Core Web Vitals** targets
- Mentored a developer colleague, focusing on enhancing **data models**, improving **accessibility**, and boosting overall **performance**
- Collaborated with Design, pairing on the **design system** and **pattern library**, improving the **UI**, documentation, and **UX** design

Senior Front End Developer @ TrendyMinds | 2019 - 2020

- Executed and launched a **React Micro App** integrated into a Progressive Web App (PWA)
 - Embraced **CRUD** principles with **Laravel-based APIs**
- Demonstrated proficiency in enhancing **React** and **Javascript** within **WordPress** and **Craft CMS** projects
 - Led movement to use **Functional Components** with **React Hooks** instead of **Class Components**
- Implemented product strategy to leverage **Gatsby**, **GraphQL**, and a **Headless Content Management System**

Senior User Interface Developer @ Circonus | 2017 - 2018

- **Architected custom JSON**, exposed via **REST API**, improving database services API
- Authored a new **Node.js** and **NPM** build tool workflow, increasing efficiency to transform the internal web application into a fully **responsive design**
- Led the effort to update **JavaScript** for modern web development
 - Migrated JS to use modern **ES5** and **ES6+** standards

Full-time, contract, and consulting since the year **2000**

SKILLS

Tech: HTML, CSS, Scss/Stylus, Javascript, Typescript, JSON, GraphQL, Node, React, Next.js, Vue, Lit, Astro, 11ty, HTMX, Storybook, jQuery, PHP, Laravel, Twig, WordPress/ACF/WooCommerce, CraftCMS, Git, Vite, Biome

Tools: Figma, Jira, Trello, Notion, Marketo, Google Analytics, GTM, PagerDuty, New Relic, Pingdom, PageSpeed Insights, Lighthouse, Core Web Vitals, Agile, Component & Pattern Libraries, AWS, TestCafe

EDUCATION **University of Colorado at Denver** Bachelor of Science in Music - Music Industry Studies

HONORS Eagle Scout with Bronze Palm