

Michael (Seth) Heinzman

msheinzman2@gmail.com | (817) 733-8494 | michaelheinzman.com | github.com/MichaelHeinzman

Senior Frontend Engineer with 3+ years of experience building scalable, high-performance web applications. Specialized in React-based architectures, web performance optimization, and experimentation platforms (A/B testing, analytics). Proven track record of leading frontend systems, improving user experience, and enabling data-driven product decisions.

Experience

Lead Frontend Developer — Havertys Furniture (2023–Present)

- Led full rebuild of Havertys.com frontend architecture (AEM → Edge Delivery, Preact + TypeScript), improving maintainability and performance.
- Optimized Core Web Vitals (LCP, TTI), increasing Lighthouse scores from ~30 → 90+ and significantly improving load performance for ~1.75M monthly users.
- Owned and delivered core eCommerce flows (cart, checkout, PDP/PLP), improving user experience and consistency across the platform.
- Built experimentation platform (Adobe Target + Analytics), enabling A/B testing and data-driven feature decisions across product and marketing.
- Introduced Jest testing (80%+ coverage), reducing regression issues and increasing release confidence.
- Mentored 3 senior engineers within a 6-person team, increasing team autonomy and feature delivery velocity.
- Partnered with product and marketing to design and launch user-facing features impacting conversion flows.
- Implemented WCAG 2.1 AA accessibility improvements, reducing accessibility issues by 90%+.
- Established component patterns using Storybook, improving developer experience and UI consistency.
- Worked across legacy (Struts/Java) and modern systems to support business-critical tools.

React Developer (Consulting) — PitaTech (2021–2023)

- Led frontend development for React applications, acting as primary engineer for UI architecture and feature delivery.
- Rebuilt and standardized application pages and components, improving maintainability and consistency.
- Partnered with stakeholders to translate requirements into production-ready UI features.
- Improved application stability by debugging issues and refactoring legacy code.
- Established reusable component patterns and improved developer workflows.
- Collaborated cross-functionally to deliver features and ensure seamless integration.

Skills

Frontend (Primary): React, Preact, Next.js

Additional: Vue, Svelte | **Languages:** JavaScript, TypeScript, HTML, CSS, Java

Core: Web Performance, Scalability, Microfrontends, Accessibility (WCAG), Experimentation Systems, DX

Testing: Jest (80%+) | **Tools:** Git, GitHub, Storybook, Tailwind, CI/CD

Platforms: Adobe AEM, Adobe Analytics, Adobe Target, Edge Delivery

Education

M.S. Software Engineering — Florida Institute of Technology (2023)

B.S. Information Technology — University of Central Florida (2021)