

Michael Misciagna

Sr. UX Engineer & Designer

TL;DR

Experience

Project samples:

youtube.com/ads
youtube.com/trends/2022
youtube.com/howyoutubeworks
research.youtube
news.youtube
health.youtube
and many more...

pronounced [mē-shah-nyah]

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Sr. UX Engineer at Google with 12+ years of experience.

I have engineered and designed the frontends of massively-trafficked websites, responsible for millions of dollars of conversions.

The current state of web production requires developers to have a design eye and understanding of user experience. No longer does it suffice to have designers and developers work in silos. Instead, they need to collaborate and understand the other's role and capabilities. Having worked as both a frontend developer and designer, I have a proven ability to bridge the gap between these cross-disciplinary teams.

Aperian Global / Frontend Engineer (contract)

Apr 2023 – Present, Remote

Collaborate across a full stack to develop a DEI application that fosters inclusive environments and transforms mindsets within diverse organizations. Key tasks involve enhancing functionality and ensuring the smooth operation of a Node.js API, React frontend, and Drupal content management system.

Google / Sr. UX Engineer

Aug 2012 – Mar 2023, San Francisco Bay Area

Engineering Excellence

Responsible for building and maintaining all of YouTube's off-app websites, totaling 50+ million of monthly users. All were built with accessibility (i.e. a11y) in mind and were responsible for millions of dollars of conversions.

Leadership

Independently led projects, such as youtube.com/ads, utilizing strong project management skills, in absence of dedicated project management staff. This includes overseeing our vendor's engineering team, Cybage, on projects that required more than one engineer.

Scalable Solutions

Owner and creator of a JavaScript component library; emphasizing scalability and accessibility, styled using YouTube standards

Led the development of brand guidelines in collaboration with YouTube's user experience designers. These guidelines are applied to all of YouTube's websites and must be approved by stakeholders before launch.

Coordinated

Worked with both external agencies and internal project managers across different time zones to review designs and optimize project timelines and results

Wildfire Interactive / Frontend Engineer and UX Designer

Mar 2011 – Aug 2012, San Francisco Bay Area

Expertly designed and developed apps and brand campaigns for a diverse clientele including Fortune 500 companies. A fast-paced work environment and creative problem-solving skills resulted in a \$350M Google acquisition in 2012.

TravelCLICK / Interaction Designer

Mar 2010 – Mar 2011, Baltimore, MD

Developed and designed visually stunning websites, behavioral marketing campaigns, and interactive media for top hotel brands, showcasing exceptional skills in creating engaging digital experiences.

Skills

Technical:

- Proficiency in TypeScript and JavaScript
- Experience in multiple frontend platforms, e.g. React, Lit, Angular, etc...
- Experience in server-side platforms and languages, e.g. Node and Express
- Experience in Python
- Experience in Google Cloud Projects
- Frontend library development and maintenance
- Responsive coding, from mobile to desktop to TV
- Rapid prototyping of designs, in browser
- Developing for accessibility (i.e. a11y)

Design:

- User experience & interface design
- Responsive design
- Visual design
- Experience in design programs, e.g. Figma, Sketch, Adobe

Soft:

- Project managing
- Agency liaison and management
- See a problem, solve the problem

Education

Savannah College of Art and Design / BFA in Graphic Design

Sept 2005 - May 2009, Savannah, GA

- Magna Cum Laude
- Outstanding Achievement Award
- President of AIGA, SCAD chapter
- Study abroad - Lacoste, France

Why hire me?

Technical prowess

I am not beholden to any one frontend platform but am not against them either. I believe in using the right tool for the right project. I am proficient in JavaScript and TypeScript, and that affords me the ability to quickly become an expert in the platform du jour. The advantage of being an experienced developer is having the flexibility and wherewithal to use the best tool for the project.

Design experience

As someone with both UX and UI design experience, as well as engineering expertise, I am able to create designs that are responsive across all devices and screen sizes. Additionally, I am able to quickly create and test prototypes within the browser.

I care about performance

I want to see our projects produce the desired results we set out to achieve, and not pat ourselves on the back just for launching something. I want to see them “land”. When given a project, I will complete it from start to launch and see it through its lifetime.