

Micah Herstand

micah@herstand.com · 608 770 4917 · www.herstand.com

Who I Am Proactive developer, empathetic communicator, curious learner. Perceptive user advocate. Driven to invent, design, and engineer novel human-computer interactions.

10+ years designing and developing customer facing websites
5+ years researching and implementing human-centered design
2 published research papers in HCI and Information Systems

What I Want To be challenged, to learn, to build, to obsess over customers and user experience. To collaborate on a team where everyone's voice is respected and valued. To be involved in strategy and design discussions early and often.

What I Know **Front-End Web Development**

HTML5, CSS3 (incl. SASS), JavaScript (incl. Ajax/JSON/various frameworks)

Back-End Web Development

PHP, Java, Python, MySQL, Apache, Nginx, AWS, Git, Unix (SSH, vi)

Web Development Techniques

Responsive Web Design, RESTful API development and usage, SSL management, Google Rich Snippets, Google Analytics & Tag Manager, SEO, social media integration

Product Design Strategy

Progressive Enhancement, Accessible Design, Human-Centered Design, Information Architecture, Interaction Design, Mobile-First Design

Where I Hustled **TodayTix**, The Broadway Ticket App

Full Stack Developer, April 2015–March 2016

- Responsible for TodayTix.com
 - Integrated PayPal, USPS API, and custom RESTful API
 - Initiated and implemented social media integration strategy
 - Re-architected legacy code-base
- Performed security and fraud audits
- Led meetings with marketing team to explore new customer engagement initiatives
- Successfully advocated for expansion of business from app-only to include web

Shopbop, an Amazon.com company

Web Development Engineer, September 2013–June 2014

- Designed and developed user-facing features for e-commerce site with millions in revenue
- Introduced new social media strategy – scheduled and ran meetings, presented on Facebook/Twitter/Google+/Pinterest integration, mocked-up prototypes
- Contributed to company-wide style guide and widget directory

Freelance Design and Development

Designer and Developer, Fall 2002–Present

- Developed ringbling.org, using three.js for 3D modeling
- Built ArisTake.com, including custom blogging backend

Wisconsin State Court System

Web Developer and Designer, February 2013–August 2013

- Designed, developed, and deployed Scala-based web apps
- Discussed and advocated for user needs and UI standards

AT&T, tSpace (internal social network)

Full-Stack Developer, November 2011–September 2012

- Responsible for full lifecycle development of multiple projects
- Worked with team to scale apps for >100,000 users and millions of requests per day
- Trained in and executed Agile Methodology using Rally Software

Washington University in St. Louis

Web Designer and Researcher, February 2011–August 2011

- Designed new interfaces and built high-fidelity prototypes to test user interaction
- Supported technological evolution through white papers on ajax and the mobile web

Human-Computer Interaction Researcher, September 2008–August 2011

- Published award-winning research and developed popular app “Looking Glass”
- Designed and conducted user studies, performed heuristic evaluations of interfaces

Digital Enterprise Research Institute, Galway, Ireland

Research Fellow, June 2010–December 2010

- Led front-end engineering of an interactive enterprise data management platform
- Co-wrote and published first-of-its-kind research on enterprise Linked Data

Quad Connect, a social/local/mobile app

Technical Co-Founder, Spring 2009–Spring 2010

- Built technical stack from scratch, recruited and led team of programmers
- Contributed to product development, interface design, online presence, branding

What I Published

Edward Curry, Souleiman Hasan, Umair ul Hassan, Micah Herstand, and Sean O’Riain. “An Entity-Centric Approach to Green Information Systems.” European Conference on Information Systems (2011).

Paul Gross, Micah Herstand, Jordana Hodges, and Caitlin Kelleher. “A Code Reuse Interface for Non-Programmer Middle School Students.” International Conference on Intelligent User Interfaces (2010). *Awarded Best Paper

Where I Presented

March 2017 NYC Startup Institute, *Data Science and Engineering for Marketers*
April 2015 NYC Startup Institute, *JavaScript for Startups*
December 2014 Four Seasons Theatre, lead actor, Tony-award winner Karen Olivo director
February 2013 Washington University “Leading Together” \$2.5 billion fundraiser
February 2011 St. Louis UX Conference, *The Next Decade of Web Design*
December 2010 o91 Labs, Galway, Ireland, invited speaker, *Linked Data and the Semantic Web*
January 2010 Olin Cup Student Entrepreneurship Competition (winner)
January 2010 Semantic Web MIT workshop with Web founder Sir Tim Berners-Lee SMC
October 2009 St. Louis Social Media Club Panelist, *Semantic Web*
June 2009 IxD Association St. Louis Invited Speaker, *Semantic Web Design*
Nov. 2006 Washington University in St. Louis, Art Scholar Speaker
April 2006 Wisconsin Forensics Coaches Association public speaking state champion