

# Michael Avnyin

## Frontend Engineer (React)

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## Professional Summary

Frontend Engineer with 5+ years of experience building scalable React applications and high-traffic customer platforms. Proven track record for shipping production features, implementing experimentation frameworks, and developing reusable component systems that accelerate product iteration. Strong collaborator with product, design, and analytics teams, focused on delivering performant, intuitive user experiences in fast-paced environments.

## Skills

- **Frontend:** React, TypeScript, JavaScript (ES6+), HTML5, CSS3, Responsive & Mobile-First Design
- **Modern Tools:** Next.js, Tailwind CSS, Component Libraries, Design Systems
- **Data & Architecture:** GraphQL (API/CMS Integration), Scalable UI Patterns
- **Performance:** Lazy Loading, Code Splitting, Bundle Optimization, Core Web Vitals
- **Product & Experimentation:** A/B Testing, Feature Flagging, Data-Driven Iteration
- **Tools & Practices:** Git, GitLab, CI/CD Pipelines, Modern IDEs, Codex, Claude

## Professional Experience

### Frontend Engineer (React)

1-800-FLOWERS.com — Remote / Jericho, NY / 2019 – Present

- Contributed to the rebuild and modernization of customer-facing websites using **TypeScript**, **Next.js**, and **Tailwind CSS**, improving maintainability, developer experience, and visual consistency across high-traffic e-commerce features.
- Shipped and maintained **React** features powering customer experiences on a high-traffic e-commerce platform serving millions of users annually.
- Led frontend implementation of A/B experimentation framework across the React codebase, enabling rapid testing and data-informed product decisions.
- Integrated **GraphQL** to efficiently query and aggregate data from CMS and multiple backend sources, enabling dynamic, performant content rendering in React applications.
- Designed and developed reusable UI components and shared design system patterns adopted across multiple customer-facing applications, improving consistency and development velocity.
- Partnered with product managers, designers, and analytics teams to translate business requirements into scalable, high-quality frontend solutions.
- Optimized frontend performance and ensured platform reliability during peak retail events (Valentine's Day, Mother's Day, Thanksgiving, Christmas), supporting stability for 5M+ daily active users.
- Enabled controlled feature rollouts and experimentation, directly contributing to product iteration speed and business impact.

### Frontend Developer

V2 Logistics — Bethpage, NY / 2016 – 2019

- Engineered internal React/JavaScript dashboards and web tools that streamlined warehouse and logistics operations, boosting team efficiency.
- Collaborated with operations and product stakeholders to convert complex workflows into intuitive, performant web interfaces.
- Improved UI responsiveness and usability for high-volume logistics use cases, reducing friction in daily processes.

### Creative Technologist / Frontend Developer

Interbrand — NYC / 2016

- Built interactive web experiences, data visualizations (using D3.js), and client-facing microsites to support brand consulting projects.
- Translated designer and strategist concepts into functional, responsive prototypes and interactive brand valuation tools.

## Education

### Bachelor of Arts in Computer Science

Queens College

### Associate Degree in Liberal Arts / Music Technology

Queensborough Community College