



**Michael “Crates” McDade**  
**Sr. Full-stack Application Architect**  
SO@CR8S.NET :: 316-453-6238  
<http://linkedin.com/in/crates>

## **Here’s why I’m your guy:**

- 15+ years as a professional developer
- Understands great user experience
- Full-stack technology stack mastery
- Builds/trains/leads outstanding teams
- Track record of excellence at several best-of-breed, top notch companies
- Dozens of written recommendations
- Bleeding-edge frameworks experience
- Standards-driven developmt. practices
- Skilled at Scrum & agile methodology

## **I’ve been a key asset to:**

- Oppenheimer Funds (NYC)
- Morgan Stanley (NYC)
- Subway Restaurants (Milford)
- Gartner, Inc. (Stamford)
- McKinsey & Co. (NYC)
- Par Pharmaceutical (NJ)

## **Technology strengths:**

- React.js, Redux and Flux)
- Angular JS (versions 1 and 2)
- JavaScript (including ES 5/6/7/8)
- Node.js, Express, and Meteor.js
- HTML5, CSS3, WAI-ARIA & WCAG
- jQuery, Bootstrap, Backbone, Vue, Underscore, Polymer, Ember, Cycle
- LESS/SASS/Compass, BEM/SMACSS
- PHP, Drupal, WordPress, Magento
- All forms of RDBMS & NoSQL DBs
- Linux, UNIX and shell scripting
- System architecture & admin
- Pen-tests, enumeration, hardening
- Continuous integration/deploymt.

## **Affiliations / organizations:**

- 32nd degree A.A.S.R. Freemason
- CC & CL in Toastmasters
- Phi Delta Theta fraternity

# Here's the whole story in one page: a summary of my career

My background is in the architecture, execution and management of **rapid application development** projects, **quality user experience design**, creative online media management, interactive and conversion-driven ecommerce, meaningful **analytics instrumentation** and interpretation, external data integration solutions, **team leadership**, operations management, and above all else, **training and leading stellar development ninjas**.

Most recently from Q3 2017 through Q2 2018, I've been serving the wealth management firm **Oppenheimer Funds**, Inc. with their bespoke **asset portfolio and risk assessment** solution, built in the latest version of **React JS**.

Also in 2017, I worked for several months with **Morgan Stanley** on their **commercial real estate lending** platform (in **Angular**), managing all aspects of their large-scale lending operation, including covenant tests and **advanced metrics and analytics**. MS is New York's 3<sup>rd</sup> largest real estate lender, with some loans valued in excess of \$1bn.

From late 2016 through early 2017, I served **Subway Restaurants** as we built a new **customer loyalty** program in ES6 JavaScript & SiteCore, delivering personalized engagement with customers worldwide for the first time.

From Q4 2012 through Q4 2016, I **built, trained and led the front-end development team at Gartner** (headquartered in Stamford, CT). They started with 5 full-time front-end resources when I joined, scaling to approximately 5 dozen associates by the time I left. Gartner delivers the world's most trusted IT research.

I have worked closely with Google Products and Yahoo Shopping solutions, with the United States Postal Service, UPS, DHL and Federal Express, with a wide variety of unique **ecommerce and database solutions** and enterprise-level cart solutions including **Magento, ZenCart, OSCommerce, Drupal and Joomla** (to name a few).

I'm familiar with each of the most common and popular **JavaScript frameworks**. For each client, I assess their specific value criteria against the project's OKRs and identify which solution best meets their business needs. I'm very aware of budget constraints and work around them well. I am a strong supporter of **metrics-driven performance** evaluation and always seek to set a high standard of success for both myself and my team.

I engineer for **high-availability and uptime**, and rely on **Scrum kaizen** to continuously improve on a team's engineering processes over each iteration. I'm familiar with all aspects of the **Software Dev Lifecycle (SDLC)**, and know how to best configure **continuous integration via Jenkins or Bamboo**. I've helped set up mirrored server deployments, employ the best QA / UAT practices, and advocate **unit testing** and **code reviews**. I've worked in XP / **peer programming** environments and use **GitFlow** help to keep regressions and code issues to a minimum.

In addition to the best-of-breed firms mentioned above, I've worked on over 200 consulting contracts, including for Hartford Healthcare and its subsidiary entities, LeJacq medical solutions, McCue Mortgage, Becton Dickinson, Dr. Nicholas Perricone, and numerous other small, medium and large-cap companies. I have architected and implemented **large-scale EDI solutions** handling the **supply chain management** of products with retail outlets including Saks, Sephora, Neiman Marcus, Nordstrom, Bloomingdale's and many other retailers, along with a wide array of disparate **data warehouse systems and order fulfillment centers**.

My personal (non-client) achievements include the successful creation and ongoing management of a **retail commodities drop-shipment** company with **over 40,000 Facebook fans** based on the latest PHP Magento platform, the conceptualization and implementation of **semantic ontological interpreters** for the web and content publishing, and the cultivation of a long list of extensive and varied ancillary skill sets for any role.

## **React JS and ES7+ UI Architect for Oppenheimer Funds, Inc.**

in New York City from August 2017 through April 2018

Developed advanced software in **React JS 16 and ES6/7+**, allowing the firm to make great investment decisions. Clients included institutions and high net worth individuals seeking **best-of-breed portfolio management** in capital equities markets and commercial real estate. This team was instrumental in enabling and advancing the competitive edge and exposure-conscious investment decisions for which OppenheimerFunds is highly valued.

## **Sr. Angular Dev, Commercial Real Estate, Morgan Stanley**

in New York City from March 2017 through July 2017

Contributed to architecture and implementation of cutting-edge software in **Angular 2** managing the firm's full **commercial real estate** portfolio. These tools enable smart lending decisions with superior oversight, tracking lending instruments from initial lead generation through issuance and the full loan lifecycle, until it is paid off.

## **Front-end Application Architect for Subway Restaurants' HQ**

in Milford, CT from Nov 2016 through March 2017

I worked closely with each segment of Subway's digital experience department to engineer an engaging and useful platform in **ES6 JavaScript** and C# with the **SiteCore CMS**. This web and app experience is now yielding increased repeat business, offering an easier ordering process and rewarding the loyalty of Subway's customers.

## **4 years as Senior-most Front end Application Lead at Gartner**

In Stamford, CT from December 2012 through October 2016

At Gartner, I was hired as a contractor and brought on as a full-time employee within 4 months. Within the next 10 months, I was promoted to the role of Front-end Team Lead, largely due to successes **redesigning nearly every client-facing tool Gartner offers**. I helped to overhaul Gartner's Market Statistics, Critical Capabilities, Event Replay and Peer Connect tools, their research delivery services, and the Peer Connect Meet-up Board. I was the first recipient of the Strategic Technology Group's **"All-Star" award** in late 2014 for my performance.

For nearly 4 years, I led the team engineering the look, feel, function and UX of Gartner's web services and client offerings, including the majority of internal (associate-only) properties, as well as all client-facing subscription services and our public marketing presence. This team is also fully responsible for all of Gartner's mobile initiatives, including our Events Navigator app (used at Gartner Symposium ITxpo and other Gartner events) and the Mobile Research App **used by senior leadership at Fortune 500 companies**, among others.

In 2015, I led the development of Gartner's new Peer Insights tool for extended production use, and helped them expand that team from 3 members to over 3 dozen members. Peer Insights was converted from **Drupal** to a **scalable Java solution** with **React.js** on the front-end, powering its survey tool crowdsourcing data from clients and the world's IT leaders to help decision-makers evaluate which solutions to adopt. Later in 2016, I became **Gartner's first front-end Senior Applications Lead** leading the rest of the front-end team as we redesigned all of the company's client-facing services, home page, toolkits and research, and a new mobile research experience extending the features already delivered on **iOS to all mobile platforms**. These projects continue to this day.

## **Full-stack Application Architect at McKinsey & Company** in New York City from August 2012 through December 2012

Much of the work I did with McKinsey is under an NDA, so I'll tell what I can. I worked with a small, agile team serving McKinsey Directors to develop rich-content interactive media applications delivered simultaneously to **desktop and mobile** experiences with the help of **PhoneGap (now Cordova)**. We engaged audiences with **HD video** compressed in H.264 for FLV and MP4 delivery, and all of our experiences were **fully compatible with IE7+**, all versions of Chrome, Firefox, Opera and Safari, and all mobile platforms. We also provided meaningful analytics and site maps of page utilization that yielded actionable information for key decision-makers.

The primary back-end for the solutions developed at McKinsey was the **Drupal** content management system, and I was responsible development on all sides of the application including server and database administration. Other work included **iOS & Android** applications and a very large-scale **SharePoint** application with 300+ pages.

## **Full-stack Application Architect at Par Pharmaceutical** in Woodcliff Lake, NJ from June 2011 through August 2012

While serving Par, I reported directly to the Associate Director of IT and worked with him on a daily basis. He and I were solely responsible for the design, development, deployment and maintenance of all of Par's public brand properties representing each of their medications and marketing efforts. Our websites were deployed on **Windows & Linux** servers with **Drupal, WordPress & Joomla** (all **PHP-driven**) as the primary CMS frameworks.

## **2 years as Creative Media Director, Access Technology Group** in Burlington, CT from February 2008 through May 2010

ATG's development department was on its last legs when I signed on. By making the bold decision to increase the price of our hosting services from an average of \$5 per client to an average of \$200 per client, while rolling in consultation services into the monthly fee structure and automating site design, deployment, editing and maintenance with a content management system built around **Drupal**, the department turned a corner and became a primary profit center for the business. Other projects included work in **SharePoint & Microsoft CRM**.

## **5 years ending as Dir. of Internet Marketing at Omega Comm.** in Southington, CT from Jan 2002 through December 2006

Over 4 years, I went from being an intern at Omega Communications to operating their newly-formed SEO division by the time I was 19 years old. I developed the **proprietary SEO strategies** that this division leverages to this day, which is now the most profitable unit within the company. I also served several Fortune 500 clients and performed **EDI services** uniting fulfillment houses, shipment services and **international point-of-sale** locations at Macy's, Saks, Sephora, Bloomingdale's, Neiman Marcus, Nordstrom's and other retail outlets.

## **And 200+ contract consulting projects for dozens of clients!**

I've served numerous clients with **SEO, design, development, analytics & more** during my long, tenured career.

# References and Testimonials *(also available [on LinkedIn](#))*



**Chris Capron**  
Sr. Manager UX  
Visual Creative,  
Interaction Design at  
Gartner IT  
[cdcapon@gmail.com](mailto:cdcapon@gmail.com)

**Knowledge to create. Power to lead. Drive to succeed.**

Three broad statements that only begin to describe Crates. When given room to breathe and stretch his neurons, he can create magic. A magician that will reveal his secrets and communicate them effectively. No matter the size of the project or the complexity, he finds a way to break its boundaries and add horizons not seen previously. The result? Amazed users.

```
// Deep magic begins here...  
DeepMagic();
```

*October 12, 2016, Chris worked directly with Crates at Gartner*



**Daniel DelPercio**  
Senior Project  
Manager, Scrum  
Master at Gartner  
(914) 486-0800  
[ddelpercio@gmail.com](mailto:ddelpercio@gmail.com)

**When I think of a Web App and tech guru, I think of 'Crates' (Michael McDade).** He is one of the most skilled, professional, intelligent and talented people that I have had the pleasure to work with.

Crates has not only eclectic breadth of tech knowledge, but also the deep knowledge that only comes from years of experience and decades of undertaking the most challenging technical problems.

Crates is a great team player – a valuable asset in today's complex world of cross-functional teams.

I simply cannot recommend him enough!

*March 30, 2016, Daniel managed Crates at Gartner*



**Perry Swergold**  
Product Manager /  
Product Owner at  
Gartner  
(914) 589-1752  
[perry@swergold.net](mailto:perry@swergold.net)

**Crates was one reason I looked forward to coming to work** while I had the privilege of working with him for one year. He was a true leader and example to the other developers, and mentored several more junior ones with his experience, vast technical depth, and responsibility.

Crates was supremely dependable. Whenever he took something on I knew I could have the utmost faith that he'd deliver. He was an active participant in problem solving, and was not afraid to push back against me when he disagreed with me, a quality that I learned to value and appreciate deeply. At a time when our team was operating in a lean, fast-paced startup mode, Crates pioneered new territory and built a lot of the functionality that our team continues to rely on.

Perhaps most importantly, Crates is a genuine, solicitous and interesting guy. He was always up to something interesting, and could be counted on for a fun and engaging conversation.

*October 13, 2016, Perry managed Crates indirectly at Gartner*



**Stephen Rodriguez**  
Full-stack Engineer  
at Gartner  
Stephen.Rodriguez  
@gartner.com

**There are only a handful of times in my life where I can pinpoint an individual who has made a tremendous contribution to my life. Michael is one of those people.** Michael's leadership speaks volumes within Gartner and has become an inspiration to myself and the company as a whole. His devotion and passion to his work is only matched by his charisma and compassion towards his colleagues. A man of this caliber can easily provide tremendous wealth to any company of any size by contributing to the morale and endeavors of the people who stand by his side. I have not seen any challenge stop him. Michael is an amazing individual and an even greater developer. I am both honored and pleased to have had the opportunity of working with him at Gartner. I gladly look forward to see his future successes in life and pray that someday, he may also become an inspiration to others as he has for me.

*July 2, 2015, Stephen worked indirectly for Crates at Gartner*

# References and Testimonials *(also available [on LinkedIn](#))*



**Matthew Golino**  
Software Engineer  
at General Motors  
917-767-4011  
mgolino16@gmail.com

When I think of my time at Gartner, **Mike (better known as Crates) was one of the defining factors that made it an incredible experience.** Crates represents many things to me, but most importantly I would describe him as a mentor and a leader. He brings high energy and enthusiasm for his projects to the work environment and spreads it infectiously to those he works with. He is a great public speaker, as displayed in his powerful and intelligent speeches at the Gartner branch of Toastmasters, where he was (not coincidentally) recently honored as an Outstanding Area Governor. Crates is an initiator of ideas, such as the front-end quarterly book club he started, and an incredibly hard worker who maintains an up-to-date knowledge base on all things UX. In the end, Crates taught me many skills while I was at Gartner; above all, he showed me what it means to be a great developer who leads the industry forward and drives innovation.

*March 30, 2016, Matthew worked indirectly for Crates at Gartner*



**Eric Mumford**  
Test Manager at  
Gartner  
eric.mumford@gmail.com

**Crates is energetic, reflective, and eager to assert ideas and options to solve interesting problems.** His broad forays into music, arts, and social groups lends him a unique flair for out-of-the-box thinking and a colorful perspective in any conversation. Crates has a love for learning and dedication to front end engineering.

*October 12, 2016, Eric managed Crates indirectly at Gartner*



**Gene Demo**  
Independent  
Contractor  
732-735-1826  
demodesigns@gmail.com

**It's rare to come across a person as talented and dedicated as Crates.** Over the past year I had the luxury of working closely with Crates on Gartner Peer Insights. His work ethic, leadership, and ability to step up to any challenge is second to none. When things needed to get done or fires needed to be put out, he was the go-to guy in everyone's mind. More so than just his extraordinary technical ability, Crates was a great team lead. He always treated everyone as an important part of the project and helped us grow as developers. Crates would be an amazing asset for any position requiring leadership and a strong technical background.

*April 13, 2016, Gene worked indirectly for Crates at Gartner*



**Anthony Gregory**  
Producer at Gartner  
tony.gregory1973  
@gmail.com

**Michael Sean McDade or "Crates" as I've have come to know him is an incredibly talented and intelligent Front-End Application Lead.** The word "impossible" doesn't exist in his vocabulary, and every challenge is met with expectations exceeded. He'd be a valued asset to any organizations needing fast, efficient, bleeding-edge front end dev help.

*October 12, 2016, Anthony worked with Crates at Gartner*



**Robert Willis, CSM**  
Digital Strategist  
willisdesign@gmail.com

I've worked with and met many talented and intelligent people over the years - from dot-com startups to the large-corporate companies - and **Michael is among the most talented and intelligent people I've met.** It's interesting that he hasn't started his own multi-million-dollar "already very profitable after an early round of angel funding" company. He will one day (if he decides to ever go that route), and at that point many more people will know his name ... I just wish I could convince him to come to Austin.

*March 29, 2016, Robert was a client of Crates'*