

Michael Walliser

Creative Technologist · UX Engineer design to production frontend

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Started in graphic design, then spent over a decade shipping brand-critical frontend, including luxury retail and enterprise logistics, and now runs a one-person studio on self-built AI tooling. Works across design systems and tokens, motion, 3D and WebGL, accessibility, and the production frontend behind them. Has reported to the CEO, creative, and engineering on the same project.

SELECTED PROOF Luxury frontend for **Gucci, YSL, Sephora** · **3D and WebGL backgrounds** in production (Three.js, React Three Fiber) · a **230-component Next.js platform**, self-hosted and design-token governed.

SKILLS

Design & UX:	Brand identity, design systems, design-token governance, rapid prototyping, typography, color, motion (Framer Motion), 3D / WebGL (Three.js, React Three Fiber), accessibility (WCAG 2.1 AA)
Frontend:	React 19, Next.js 16, Vue, Nuxt, Quasar, TypeScript, Tailwind v4, shadcn/ui, Radix UI, Storybook, SCSS, Playwright
AI Tooling:	Anthropic SDK / Claude API, RAG, vector search (Qdrant), multi-agent orchestration, prompt design, spec-driven workflows
Backend:	Node.js, FastAPI, Python, GraphQL, REST, PostgreSQL, Neon, Directus, Stripe, AWS (EC2, S3, CloudWatch), Docker, Caddy, CI/CD
Leadership:	Project lead and sole point of contact, client sales and scoping, code review and mentorship, framework adoption

EXPERIENCE

- Analog Elk, Founder, Creative Technologist2023 to Present
- Independent creative-engineering studio; **15+ production properties** live across hospitality, photography, architecture, art-gallery, event, and nonprofit clients.
 - Design and build the whole path: brand identity, UI design, motion, and 3D, including React Three Fiber backgrounds running in production.
 - Built a **230-component Next.js platform** with Stripe billing, design-token governance, Lighthouse CI, and Playwright accessibility checks.
 - Run a self-hosted multi-tenant stack (Directus, Caddy, EC2, Neon, Matomo, S3) serving all 15+ client properties.
 - Replaced a hospitality client's digital-signage SaaS with a Raspberry Pi + self-hosted CMS build; staff manage daily specials from a browser.
 - Built AI developer tooling: a Claude Code plugin with RAG over roughly 500 docs, and a 30-command spec-driven workflow with multi-agent review and automated staging-to-prod.
 - Selected freelance: frontend for a global cloud vendor's flagship annual event via agency, under NDA (2024, team of 8, Nuxt); a caregiver alpha built to HIPAA handling requirements, with geo-locked shift sessions (2024 to 2025).

Knight-Swift Transportation, Senior Full-Stack Engineer

2021 to 2023

- Shipped a contract-required real-time freight tracker (Quasar/Vue) in about 3 months as sole frontend on a two-person team, keeping an **eight-figure retailer contract**.
- Frontend developer on swifttrans.com (Next.js), the marketing and operational site for one of the largest truckload carriers in North America.
- Built cross-channel recruiting attribution across radio, broadcast, and online during the driver shortage, tying each submission to the channel that drove it.
- Built an in-house Storybook component framework, led Tailwind adoption, partnered on CI/CD.

Powerfront, Creative Developer, Denver, CO

2018 to 2020

- Frontend implementation lead on a real-time customer-engagement platform for luxury brands including **Gucci, YSL, and Sephora**, under strict brand-standards review.
- Delivered about **40 client implementations** across fashion, cosmetics, and entertainment.
- **18-hour global v1-to-v2 cutover** across all live regions, zero client-visible regression.
- Built a scaffolding tool and in-house CSS framework that took new-project setup from multi-day to same-day. Reported directly to the CEO. Held the Creative Developer title before the category had a name.

Automated Ticket Broker Solutions, Web Developer

2016 to 2018

- One-person team across graphic design, project management, frontend, and backend for a national ticketing-technology operator.
- Sole client contact from contract to launch: logos, branding, full site builds, and all API integrations (TicketNetwork, Ticket Technology, Vivid Seats).

Next Media Design, Web Developer & Designer

2013 to 2015

- High-fidelity Photoshop mockups to production sites across WordPress and Magento 2.
- Built a custom CMS on Smarty and Bootstrap 3.

EDUCATION

Self-taught. Coursework at Harold Washington College (Chicago). Designation design bootcamp (early cohort, later acquired by Flatiron School).