

MICHAEL GALLAY

Senior Full Stack Engineer

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Senior Full Stack Engineer focused on product development, scalable front-end systems, and user experience. Uses AI-assisted workflows to accelerate development and iteration while maintaining a strong focus on architecture, usability, and maintainability. Proven track record delivering interactive applications and leading high-visibility digital initiatives across agency and product environments.

WORK EXPERIENCE

FOUNDING PRODUCT ENGINEER

2025 – Present

Best Minute LLC | [QuestCaster.com](https://questcaster.com) | New York

Independently conceived, designed, and launched a cross-platform mobile product, blending hands-on engineering with product strategy, creative direction, modern AI tooling. Managed full lifecycle from concept through release, balancing rapid execution with long-term architectural decisions. Released in the app-store in 2026.

- Architected and developed a cross-platform math-based mobile game using React Native and Expo, building core front-end systems, game logic, and user experience for performance and scalability
- Leveraged AI-assisted workflows to accelerate prototyping, content creation, and development while maintaining full ownership of code quality and technical direction
- Designed modular gameplay systems for dynamic question generation, scoring, progression, and rewards, enabling flexible iteration across multiple modes
- Directed product design and web presence using Next.js, applying SEO, AEO, and GEO strategies alongside analytics, monetization, and release management

SENIOR FULL STACK ENGINEER

Sep, 1998 – Present

Contractor | New York

Long-standing independent consultant delivering full stack applications, scalable front-end systems, and interactive experiences across a wide range of industries. Known for adapting quickly to new technologies, simplifying complex problems, and maintaining high standards in performance, accessibility, and user experience.

- Built and maintained modern web applications using React, Next.js, and TypeScript, emphasizing reusable architecture, performance, and scalability
- Developed design systems and pattern libraries with Storybook, driving consistency and accelerating team workflows
- Designed APIs and integration layers with clear documentation, improving reliability and cross-team collaboration
- Prototyped and delivered interactive, SEO-optimized experiences using GSAP, D3, and WebGL, aligned with accessibility and modern best practices

TECHNOLOGY MANAGER

Sep, 2022 – July, 2024

FCBHealth | New York

Managed and developed dozens of international healthcare product launches, ensuring security and ADA compliance while mentoring six developers and driving innovation across the organization.

- Led early adoption of AI-assisted development across the digital department, establishing workflows, best practices, and weekly sessions to integrate AI coding assistants into day-to-day engineering
- Architected a scalable React and Next.js boilerplate, reducing project setup time by 50% and improving consistency across teams
- Refactored a legacy image-heavy codebase, reducing technical debt and improving performance by 75%
- Oversaw deployment workflows across environments, ensuring reliable releases under both standard timelines and high-pressure conditions

TECHNOLOGY LEAD

May, 2017 – April, 2020

Ogilvy | New York

Actively contributed to development, technical research, and client-facing delivery across multi-city activations and global product launches.

- Built a web-based admin portal with a NoSQL database to power a live activation, capturing user data and driving an interactive billboard experience on the Las Vegas Strip
- Provided technical leadership during multi-city live events, working directly with clients and audiences to ensure successful execution and contributing to a 30% campaign revenue increase
- Refactored legacy codebases, reducing technical debt and lowering hosting costs by over 40%
- Coordinated large-scale digital experiences integrating physical builds, SMS systems, and motion capture, generating significant social engagement and extending campaign reach

TECHNICAL SKILLS

✓ HTML/CSS	✓ React	✓ Node.js	✓ GSAP	✓ Storybook
✓ JavaScript	✓ React Native	✓ SEO/AEO/GEO	✓ CI/CD	✓ ADA
✓ Next.js	✓ TypeScript	✓ Tailwind	✓ GitHub	✓ SQL/NoSQL

CORE STRENGTHS

✓ Product Development	✓ Interactive Systems	✓ User Experience
✓ Front-End Architecture	✓ Performance Optimization	✓ Rapid Prototyping

PERSONAL RECOGNITION

One Show Best Interactive Award, contributing engineer

FETCH: Award-winning 3D short film, recognized for narrative and design

EDUCATION

New York University - Masters of Science, *Computer Imaging & Design*

Penn State University - Bachelors of Science, *Environmental Resource Management*