

# Michael Vreeken

Ogden, Utah • 805-246-7001 • [mike@vreeken.dev](mailto:mike@vreeken.dev)

<https://github.com/vreeken> • <https://linkedin.com/in/mpvreeken> • <https://vreeken.dev>

Senior full-stack software engineer with 15+ years of web development experience and 7 years architecting and scaling a complex multi-tenant SaaS platform serving major media and streaming companies including Disney, Sony, Samsung, Warner Bros. Discovery, Pluto TV, and FilmRise. Experienced leading projects end-to-end across architecture, backend systems, frontend applications, database optimization, integrations, automated testing, and production troubleshooting.

Strong background in Laravel/PHP ecosystems, Vue.js applications, distributed job processing, multi-tenant architecture, large-scale data operations, and engineering leadership. Known for improving maintainability, enforcing code quality standards, mentoring engineers, and translating complex technical requirements into scalable, long-term solutions.

## CORE TECHNICAL SKILLS

### Backend & Architecture

- PHP 8.3, Laravel 12, MySQL, Eloquent ORM
- REST API architecture & third-party integrations
- Multi-tenant SaaS architecture
- Queue systems, asynchronous job orchestration, long-running workers
- Distributed bulk-processing systems
- Schema migrations, indexing, query optimization
- Feature flags, tenant isolation, soft deletes
- Linux CLI environments

### Testing & Quality

- PHPUnit
- Cypress
- End-to-end testing infrastructure
- Pull request reviews & enforcing engineering standards
- Performance optimization & debugging
- Evidence-driven troubleshooting
- Fast feedback loop development workflows

### Frontend

- Vue 3 (Composition API)
- TypeScript
- JavaScript (Vanilla JS + SPA development)
- Pinia, Vite, SCSS

### Leadership & Collaboration

- Technical mentorship
- Sprint planning & project decomposition
- Cross-functional communication
- Architecture decision-making
- Stakeholder collaboration
- Technical roadmap participation

### AI-Assisted Engineering

- Full Agentic AI development workflows
- AI-assisted development workflows
- LLM-guided refactoring and code review
- Automated test generation and validation

## PROFESSIONAL EXPERIENCE

**Senior Software Engineer**, Blu Digital Group / Conductor (Acquired by TransPerfect)

July 2019 - Present

Primary senior contributor for Conductor and Stitch: large-scale Laravel + Vue multi-tenant SaaS platforms supporting media supply-chain operations, content ingestion, transcoding workflows, billing systems, and metadata management for major studios and streaming platforms.

- Contributed 9,000+ commits across backend, frontend, infrastructure, and testing systems
- Owned features end-to-end from requirements gathering and architecture through implementation, testing, deployment, and production support
- Collaborated directly with external engineering teams from Sony Pictures, Samsung, Warner Bros. Discovery, and others on API integrations and cross-platform workflows
- Mentored engineers on code standards, query optimization, Vue reactivity patterns, and scalable architecture
- Served as primary reviewer for the majority of all pull requests across an 8-10 engineer team, helping maintain engineering standards and long-term code quality
- Helped scope projects, break large initiatives into manageable tasks, set timelines, coordinate implementation efforts
- Regularly researched ambiguous technical demands, identified root causes in complex systems, and proposed maintainable long-term solutions
- Incorporated structured AI-assisted workflows for planning, refactoring, standards enforcement, automated test generation, and secondary code review while maintaining manual architectural oversight and code-quality standards.

## Architecture & Platform Accomplishments

- Led migration from Vue 2 to Vue 3 with Composition API and TypeScript adoption across the frontend application
- Directed Laravel framework upgrades from Laravel 5 through Laravel 12 and PHP upgrades from PHP 5.7 through PHP 8.3
- Helped architect and maintain a custom multi-tenant infrastructure prior to the availability of mature Laravel multi-tenancy ecosystems
- Spearheaded large-scale architectural refactor migrating core application hierarchy from 3-level model hierarchy to 9-level hierarchy
- Led progressive migration from traditional multi-page architecture toward SPA-style API-driven frontend patterns

## Scalability, Performance & Infrastructure

- Optimized critical billing queries by identifying and implementing compound indexing strategies, reducing page load times from over 60 seconds to approximately 5 seconds
- Refactored long-running Laravel bulk jobs into smaller distributed queue jobs with rollback support, improving concurrency, reducing memory pressure, and increasing worker throughput
- Designed and expanded bulk-update frameworks handling tens of thousands of records across metadata, billing, episodic content, and operational workflows
- Worked extensively with high-volume asynchronous job systems, large CSV/XLSX import/export pipelines, and multi-million-record MySQL datasets
- Improved resiliency and observability of external integrations through rate-limiting safeguards, logging, and queue stability enhancements
- Resolved long-standing retranscode and proxy-processing issues in Hybrik-orchestrated transcoding systems

## Integrations & Enterprise Features

- Built bidirectional registry synchronization systems between Conductor and Sony Pictures internal platforms, including export tooling and SNS-based logging workflows
- Implemented tenant-specific S3 bucket routing and CDN integration workflows for Warner Bros. Discovery media pipelines
- Designed and shipped episodic versioning systems for Samsung content workflows spanning backend schema, tenant configuration, and frontend UI systems
- Partnered with external vendors to pioneer API integrations including Maestro workflows and OOONA subtitle processing pipelines
- Migrated subtitle/caption conversion infrastructure from EzConvert to OOONA processing engines

## Standards, Testing, & QA

- Championed fast-feedback engineering practices through automated testing, strict lint gates, rapid CI validation, and evidence-driven debugging workflows.
- Built reusable Cypress API-driven testing helpers that expanded team-wide end-to-end testing capabilities
- Consistently improved PHPUnit and Cypress coverage across critical workflows and regression-prone systems
- Enforced engineering best practices centered around maintainability, scalability, code review rigor, and evidence-based debugging
- Experienced leveraging AI-assisted development workflows for planning, standards enforcement, automated testing support, refactoring assistance, and secondary code review while maintaining strong manual engineering oversight

## Independent Software Developer (Freelance)

2009 - 2019

- Designed and developed custom PHP/LAMP web applications and WordPress-based solutions for small businesses and independent clients
- Worked directly with clients to gather requirements, estimate project scope, and deliver production-ready solutions
- Managed deployments, hosting environments, debugging, and ongoing application maintenance
- Developed experience balancing technical implementation with client communication and long-term maintainability

## EDUCATION & CERTIFICATIONS

- Associate of Science, Computer Science, Moorpark College, California, 2006
- AWS Certified Solutions Architect - Associate, 2019