MICHAŁ Kręcisz

SENIOR SOFTWARE ENGINEER

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Warsaw, Poland · Remote

CORE SKILLS

TypeScript / JavaScript

React / Next.js

Vue / Nuxt

Three.js / R3F / WebGL / GLSL

AI Pipelines
ComfyUI, LLM tooling, Claude Code

Node.js
BFF, automation & pipelines

Testing
Playwright E2E, unit tests

TECHNOLOGY

`TypeScript` `Next.js` `Nuxt` `Pinia` `Tailwind` `SCSS` `Remotion` `ComfyUI` `Stable Diffusion` `Flux` `Claude Code` `Blender` `Figma API` `Playwright` `Vitest / Jest` `Node.js` `Bun` `Redis` `Cloudflare` `Datadog` `Sentry` `Python`

LANGUAGES

Polish	Native
English	Fluent

PROFILE

Multidisciplinary Senior Software Engineer and Tech Lead with **14 years** of experience at the intersection of **technology and creative arts** — building **high-traffic e-commerce** products, **real-time 3D web** experiences (Three.js, WebGL, GLSL) and production-grade React / Vue frontend architecture. A **fast learner** who picks up new technologies quickly and turns them into production results. Experienced in **implementing AI across the SDLC** — from design-to-code automation and AI-assisted development to generative pipelines (Stable Diffusion, Flux via ComfyUI) — increasingly working across the stack with TypeScript / Node.js. Proven leader who has scaled a frontend team from 1 to 20+ engineers and owned technical roadmaps.

14
years building for the web

1 → 20+
frontend team scaled & led

3D + AI
real-time WebGL meets generative pipelines

EXPERIENCE

Senior Product Engineer / Tech Lead

Mar 2023 – Present

DISPLATE · WARSAW, POLAND

- Led migration of a legacy system to **Next.js**, improving Core Web Vitals, rendering performance and developer experience on a high-traffic e-commerce platform.
- Implemented a fully automated **Figma-to-code design system** built on design tokens — custom Figma plugins validating implementation-readiness, AI skills, and a **generative landing-page builder on Claude Code** for non-technical users.
- Built **AI-driven creative pipelines** combining ComfyUI (Stable Diffusion, Flux) with **Three.js, Remotion and Blender** renders, orchestrated by Node.js services — automating personalised static and video ad production across hundreds of variants.
- Led R&D for **Textra**, a new physical product format — interactive web-based 3D product presentation, **custom scripts generating and processing print-ready files**, and internal tooling for calibrating production printing machines.
- Defined the **front-end architecture** — component structure, module boundaries, state management and performance budgets; backed critical flows with **Playwright E2E and unit tests**.
- Designed and led the migration of the **BFF layer from Java Micronaut to TypeScript / Bun** — unblocking a frontend-heavy team to own the API layer; two-tier cache and an incremental **strangler-fig** rollout.
- Owned the front-end technology roadmap as **Front-End Focal Point** (AI tooling, rendering pipelines, performance standards); organised **#BeerTalk** live-coding events and mentored junior engineers.

Lead Frontend Developer

Sep 2016 – Oct 2022

TYLKO · WARSAW, POLAND · 6 YRS 2 MOS

Joined in the **early start-up stage** as the sole frontend developer; grew with the company through Tech Lead, Chapter Leader and Frontend Guild Master roles, always hands-on and **owning products end to end**, from idea to launch and maintenance.

- Pioneered one of the **first real-time 3D furniture configurators** on the web — four production configurators in Three.js / WebGL / Vue.js, leading a cross-functional team of UI, UX, FE, BE and parametric designers.
- Rewrote the e-commerce platform from Django templates to **Nuxt / Tailwind SSR**, owning system architecture, performance strategy and the design system — **<0.5% error rate** across **0.8M sessions/month**.
- Scaled the frontend team from a single developer to **20+ engineers** as the company grew from start-up to **150+ employees** — hiring, onboarding, mentoring and shaping engineering culture.
- Drove R&D from early WebGL experiments to advanced parametric rendering.

SPECIALISATIONS

Front-End Architecture

Design Systems

AI Creative Pipelines

3D Web Experiences

Web Performance & SSR

Parametric Configurators

Node.js Services & BFF

LEADERSHIP

Tech Lead

Chapter Leader

Frontend Guild Master

Mentor

EDUCATION

BSc Information Technology in Management
UNIVERSITY OF ŁÓDŹ
2008 – 2013

Diploma in Information Technology
AUSTRALIAN PACIFIC COLLEGE
2005 – 2006

INTERESTS

`Creative Coding` `Generative AI` `3D Rendering` `Generative Art` `UX/UI Design` `Open Source`

EXPERIENCE (CONTINUED)

Lead Engineer (Freelance)

Freelance

ZAUBAR · GENAI-POWERED AR PLATFORM · ABOUT.ZAUBAR.COM

- Lead Engineer on a **location-based AR & metaverse platform** used by Coca-Cola, Fanta, Borussia Dortmund, Siemens and Deutsche Telekom.
- Built the **GenAI-powered CMS editor** — letting creators turn sketches into AR murals, deploy holographic tour guides and publish immersive experiences with no app download, across smartphones, tablets and XR headsets.

Frontend Developer

Aug 2014 – Jun 2016

PROOFHQ (WORKFRONT) · REMOTE

- Built Backbone.js, Gulp and SCSS interfaces for an enterprise proofing platform.

Earlier Roles

2012 – 2014

- Front-End Developer (Webdezign.co.uk), Web Developer — Ruby on Rails & WordPress (Adimo), Web Marketing Specialist (PCKP).

KEY PROJECTS & HIGHLIGHTS

Tylko Parametric Configurators

Four production furniture configurators with real-time 3D rendering, built from concept to launch as Tech Lead. **Three.js / Vue.js / WebGL**.

Design System + AI Page Builder

Token-driven **Figma-to-code** pipeline with custom Figma plugins, a library of AI skills and a **generative landing-page builder on Claude Code** used by non-technical teams.

Displate AI & 3D Ad Pipelines

ComfyUI (Stable Diffusion, Flux), **Three.js, Remotion and Blender** orchestrated by Node.js — automated generation of personalised static and video ad assets at scale.

Textra — Print-Ready Automation

R&D for a new physical product: **custom scripts generating and processing print-ready files**, calibration tooling for production printers, and a 3D web product presentation.

BFF Migration: Micronaut → Bun

Moved the backend-for-frontend from Java Micronaut to **TypeScript / Bun**, so product teams could ship API changes without a Java bottleneck. **L1 in-memory + Redis L2** caching, strangler-fig migration route by route.

Tylko Nuxt Re-platform

Full e-commerce migration from Django to **Nuxt / Tailwind SSR**. <0.5% error rate and zero memory leaks across 0.8M sessions/month.