

Mike Avello

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Engineering Leader | AI-Forward Development Advocate | Distributed Team Leadership

PROFESSIONAL SUMMARY

Engineering leader with 18+ years of experience building and managing frontend and full-stack engineering teams across ecommerce and digital product environments. Leads practical AI transformation across engineering organizations, including hands-on adoption of Claude Code, GitHub Copilot, and agentic development workflows, coaching engineers on responsible use and sound judgment around these tools. Strong technical foundation in React and TypeScript within full-stack JavaScript environments including Node.js and GraphQL, combined with experience leading distributed teams across the United States and Latin America and developing engineering talent from early-career engineers through senior architects and tech leads.

CORE COMPETENCIES

Engineering Leadership	AI-Augmented Development	Distributed Team Management
Frontend Architecture & UI Systems	Agile Delivery Ownership	Technical Coaching & Mentorship
CI/CD & Delivery Quality	Cross-Functional Collaboration	Talent Acquisition & Development
Web Performance Optimization	UX Sensibilities & Design Systems	Technical Strategy & Roadmap

TECHNICAL SKILLS

JavaScript · TypeScript · React · Node.js · .NET (MVC, Razor, Core) · GraphQL · REST APIs · HTML · CSS/SCSS · Webpack · Vite · Prerender.io · Core Web Vitals · WCAG Accessibility · ESLint · Unit Testing · Git · GitHub · Visual Studio Code · CI/CD Pipelines · Azure DevOps · Octopus Deploy · Datadog · Application Insights · PCI Compliance · AI Developer Tooling (Claude Code, GitHub Copilot, Microsoft Copilot) · Agile/Scrum/Kanban · Optimizely CMS · Umbraco · Tessitura · Figma

PROFESSIONAL EXPERIENCE

Adage Technologies

Engineering Manager

Chicago, Illinois

Aug 2017 - May 2026

- Led adoption of AI-assisted and agentic development across the engineering organization in stages, beginning with the investigation and pilot rollout of GitHub Copilot and Microsoft Copilot, then running a separate pilot that evaluated and introduced Claude Code and partnering with IT to roll it out to development staff and beyond as applicable, owning the documentation and guidance throughout and establishing a group focused on AI governance, while coaching engineers on responsible use and output evaluation, with engineers reporting 10 to 20% efficiency gains and increased time for planning and code hardening.
- Managed cross-functional engineering teams averaging 10 direct reports, including tech leads and software architects, across two or more portfolio teams serving multiple concurrent client engagements, with full accountability for performance reviews, hiring, and career development, partnering with product owners to keep delivery aligned to business outcomes and on schedule.
- Assumed company-wide leadership of frontend engineering following a discipline-aligned restructure, directly managing 8 engineers across North America and Latin America while coordinating an additional 5 to 8 backend developers on active project delivery.
- Partnered with IT on the cross-company rollout of Octopus Deploy, establishing automated release pipelines as the standard across all client projects, replacing manual deployments that took 15 to 60 minutes with releases completing in minutes and cutting deployment errors to under 1%.
- Strengthened engineering quality practices by implementing peer review frameworks, branching strategies, unit testing practices, and automated linting with ESLint, interpreting PCI compliance requirements for client engagements with guidance from third-party consultants, and organizing WCAG accessibility training and company-wide lunch and learn sessions.
- Defined frontend and full-stack technical direction using React, TypeScript, and modern JavaScript while remaining hands-on in the codebase, writing production code, opening and reviewing pull requests, leading architecture planning and design reviews, and unblocking engineers on complex problems across ecommerce, CMS, and Tessitura booking platforms, emphasizing component quality, accessibility, and UX consistency across revenue-critical user journeys.

- Drove web performance initiatives directly and through engineering teams, including Core Web Vitals optimization, evaluating and introducing Prerender.io for select rendering-strategy needs, and bundle optimization and caching improvements across Webpack and Vite build tooling, to improve load times and user experience across client and internal platforms.
- Recruited, onboarded, and developed engineering talent from early-career engineers through senior architects and tech leads, with 10+ direct reports earning promotions, several advancing through multiple levels, supported by structured mentorship, technical coaching, and career development planning.
- Collaborated with engineering leadership to establish a Solution Architect role within the career ladder, creating a new advancement path first filled by a direct report and subsequently adopted for other engineers.

ROCCommerce.com

Director of Front-end Development

Naperville, Illinois

Dec 2014 - Jul 2017

- Led frontend development strategy and framework architecture for a modern B2B and B2C ecommerce platform, managing remote contributors and establishing scalable development workflows, component standards, and implementation practices across the product.
- Created reusable frontend component libraries and accelerators adopted across teams and client implementations, reducing ramp time and enforcing consistency across the platform.

AmericanEagle.com

Director of Front-end Development

Des Plaines, Illinois

Mar 2012 - Dec 2014

- Led frontend strategy and standards across multiple departments and concurrent client engagements, managing and mentoring developers while directing the agency's adoption of responsive frontend frameworks during the industry shift to mobile-first design.

AmericanEagle.com

Lead Front-end Developer, Ecommerce

Park Ridge, Illinois

Aug 2007 - Mar 2012

- Built reusable ecommerce frontend components, templates, and standards adopted across client implementations, standardized JavaScript development practices, introduced early page speed optimization techniques, and mentored developers across the team.

EDUCATION

Illinois Institute of Art, Schaumburg

Bachelor of Fine Arts in Interactive Media Design (Web Design & Development)