

MICHAEL LAWSON

Senior Front-End Engineer

Edinburgh, UK | hello [at] mdlawson.com

GitHub | LinkedIn

SKILLS

Front end: TypeScript, JavaScript, React, Next.js, HTML/CSS, micro-frontends, design systems, accessibility, internationalization, web performance, Storybook, React Testing Library, Vitest, Jest, Cypress, Playwright

Platform: Node.js, Python, Kotlin/Java, Smithy, AWS, Lambda, CDK, DynamoDB, CloudWatch

Leadership: Technical strategy, system architecture, mentoring, interviewing, incident management

EXPERIENCE

Amazon Ads - Edinburgh, UK

Aug 2017 - Present

Front-End Engineer II (Dec 2020 - Present) | **Software Development Engineer II** (Jul 2019 - Dec 2020)

Software Development Engineer I (Aug 2017 - Jun 2019)

Building advertiser-facing products for creating, managing, reviewing, and reporting on digital advertising campaigns.

Creative platforms | 2024 - Present

- Technical lead for creative-management front-end infrastructure, covering architecture, engineering direction, design reviews with partner teams, and high-risk migrations across the team.
- Automated releases and rebuilt observability and end-to-end testing, lifting availability from 99.52% to 99.99% (modern) and 98.68% to 99.92% (legacy), while operational tickets fell 30%.
- Set the strategy for replacing a legacy platform spanning 80+ ad templates, defining its target architecture, product-aligned decision framework for migration, and phased roadmap.
- Modernized React micro-frontends, establishing a Storybook/component-testing strategy, incremental TypeScript strictness, and a design-system upgrade. Coverage rose from 8% to 76%, build time fell 30%.
- Led front-end delivery of image recommendation, moderation, and dynamic creative optimisation workflows. Diagnosed and fixed state-management and caching defects to cut impacted API traffic 90%.

Generative AI creative generation | 2024

- Led a four-person cross-functional team to take a conversational creative prototype to production on schedule in 5 months. Owned service, API, and AWS infrastructure design, built Python response streaming in Lambda, layered AI, PII and security guardrails, telemetry, and automated prompt testing.

Reporting and advertiser experience | 2019 - 2024

- Launched Amazon Ads' first external combined DSP and sponsored ads reporting, added localization including RTL, raised accessibility, load-testing, and browser-test standards across the product, and extended with support for grouping and flexible time breakdowns, scaling to very large accounts.
- Improved developer and release velocity by 75% through build-system modernization, cut browser-test runtime from 40m to under 10m, and delivered 20x compliance-log throughput at 80% lower annual cost.

Engineering leadership and talent development

- Mentor engineers from graduate to experienced level through pairing, architecture and code reviews, technical sessions, and reusable documentation; also coach interviewers across teams.

EARLIER EXPERIENCE

Engineering Intern, Float | Summer 2016 - React, Redux, GraphQL front end for cash-flow forecasting.

EDUCATION

University of St Andrews - First-class BSc Computer Science, 2017 | Dean's List (2014 and 2015)