

MICHAEL HELGESON

Software Engineering Leader

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Creative problem solver and engineering leader with roots in UX design and a passion for building well-crafted systems and high-performing teams. User-centric mindset across platform architecture, organizational scaling, and executive leadership. Genuine love for building systems, processes, and teams grounded in iterative learning, data-driven decisions, and embrace of emerging technology. 20+ years

EXPERIENCE

VP Software Engineering, Platform & Operations

Aura

Joined pre-revenue as an early engineering leader and scaled the platform and team to millions of users and \$3B valuation. Architected, built, and scaled a modern serverless backend handling 30M+ daily requests. Scaled billing system from zero to \$250M ARR. Grew and managed teams in-person & remote, across web, mobile, backends, devops, SRE, through periods of hypergrowth and multiple acquisitions. 2018 – 2026

Director Software Development, User Experience

Rovi Corp. → Tivo

Led a team of engineers and designers building single page web applications for TV networks and service providers to optimize purchasing of advertising spots. Directed development of analytics and audience-targeting interfaces powered by big data and predictive modeling. Drove engineering quality improvements across test automation, performance monitoring, code coverage, and documentation. 2015 – 2018

Director Software Engineering

Aereo

Co-architected a live TV streaming and cloud DVR service from the ground up, building a custom JavaScript MVC framework and PHP/MySQL backend covering auth, DVR management, and video playback. Grew into a director role, scaling the team from 5 to 20+ and overseeing a REST API powering distributed native apps across Roku, Android, iOS, & Chromecast. Navigated rapid user and business growth, building operational monitoring and real-time system health dashboards. 2010 – 2015

User Experience Designer

Navic Networks → Microsoft

Designed and developed interactive TV applications, including a WYSIWYG overlay editor, VOD backend, and reporting tools. Joined Microsoft through the acquisition of Navic, continuing work on an advanced TV advertising targeting engine with heat map visualizations, real-time filtering, and a logical expression builder. Built reusable JavaScript libraries and functional prototypes throughout. 2005 – 2010

Production Designer

San Francisco Bay Guardian

Designed layout for ads & editorial for a 120-page weekly publication, web development, custom voting site for "Best of the Bay" reader poll. 2004 – 2005

EXPERTISE

Agentic Adoption · 2 years

Managed through adoption and acceleration of agentic and vibe coding AI tools. Evaluated vendors, cost, data privacy, observability, and metrics. Delivered in-product and internal solutions including custom MCP.

Claude
Cursor
Bedrock

Automation & Orchestration · 16 years

Application build pipelines with automated tests and security scanning, uploaded to artifact repositories with gated deploys to environments. GitHub actions running on schedule, commit, and pull requests.

Build
Test
Deploy

Backend Services · 16 years

Architected, built, and operated serverless Node.js applications in AWS using Lambda, DynamoDB, SNS/SQS, CloudFront, S3, and more. Scaled to 10M+ users. Scaled PHP/MySQL services across 15 distributed data centers.

Node.js
Lambda
NoSQL

Cloud Architecture · 8 years

Governance for enterprise AWS including org units, sub-accounts, service control policies, & cost tagging using infrastructure-as-code.

AWS
Terraform

Frontend Clients · 21 years

Experience building performant and stable single page web apps, cross platform mobile apps, browser extensions, and interactive TV apps. Custom MVC, Angular, React. Accessibility standards and internationalization.

React
Mobile
WCAG

Monitoring & Observability · 16 years

Full stack observability with real user monitoring, logs, metrics, traces, alerting, and automated escalation. Experience with CloudWatch, Grafana, Prometheus, Datadog, OpenTelemetry, OpsGenie/JSM.

OTel
RUM
APM

Security & Compliance · 8 years

Organizational leadership and change management for continuous monitoring and process improvements, achieving successful annual audits.

SOC2
PCI DSS

Technical Leadership · 16 years

Hands-on strategic leadership for teams and organizations of all sizes. Strong focus on growth, mentorship, hiring, training, efficiency, team building, performance, measurement, data-driven decisions..

Agile
KPIs
Strategic

EDUCATION

Bachelor of Fine Arts · *cum laude*

Graphic Design

Framingham State College

2002

EXTRAS

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github.com/mhelgeson

References upon request