

MICHAEL FRAUENHOLTZ

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Austin, TX (open to remote and some relocation)

SUMMARY

Principal software engineer with 15+ years of full stack experience building and scaling applications. Specializes in front-end architecture, developer productivity, and technical leadership. Combines deep front-end expertise with broad full-stack range to unblock teams and drive projects to completion.

EXPERIENCE

Atlassian - Bitbucket Cloud

Principal Developer

September 2021 - March 2026

Remote/Hybrid - Austin, TX

- Designed a novel process to feature flag our entire build instead of just runtime logic. This allowed us to slowly roll out code that was hard to test and couldn't otherwise be feature flagged.
- Led a project to investigate and improve performance of our primary landing page. We reduced page load time by 50% for internal traffic and created patterns for future development.
- Mentored four developers (mix of developer and senior developers), providing technical support as well as opinions and feedback on work and career.
- Drove an initiative to prioritize, catalog, and implement work to improve front-end developer productivity and satisfaction.
- Independently started migrating e2e tests from Cypress to Playwright. Our tests became more reliable and faster, and our team was ahead of the curve when the platform Cypress was announced to be deprecated.
- Set up progressive deployments using Spinnaker and Atlassian's platform Bifrost tool. Staged rollouts and Sentry monitoring added additional safety to our rollouts.
- Evaluated an addon as a potential acquisition and brought my proposal to senior leadership, which followed my recommendation. I took what I learned from this and wrote an opinionated workflow of our code review that helped drive future roadmap decisions.
- Designed and implemented an open source attributions page, coordinating with Legal stakeholders to meet compliance requirements. Used a novel approach to run automated scans in CI instead of a manual process like other teams were doing.

Atlassian - Bitbucket Cloud

Senior Software Developer

July 2016 - September 2021

Austin, TX

- Designed and implemented a new core data model in Django, including migrating millions of rows of data, receiving only a single support ticket during the rollout.
- Architected and implemented front-end deployment changes including support for our upcoming back-end stack, progressive rollouts, 1-minute deploys and rollbacks, and branch deploys, resulting in \$5,000 monthly savings.
- Led the initial implementation of a new front-end repository using React and Redux, delivering on time and with high visibility.
- Wrote a script to identify specific dependency additions in a large yarn.lock file diff to help track bundle size changes.

- Led a team of Bitbucket's first-ever contractors to establish a React component library, overseeing all code review for contractor pull requests over six months.
- Engineered a developer-friendly tool for executing long-running database migration scripts safely and independently, reducing reliance on Ops team and DBA.
- Identified redundancies in our JavaScript build to reduce our overall bundle size by 30%, improving website performance.
- Led a team through major JavaScript dependency upgrades, utilizing innovative feature flagging for faster iteration and secure releases.
- Won the popular vote at company hackathon by adding support for video calling during code review.

Atlassian - Bitbucket Cloud
Software Developer

September 2012 - July 2016
San Francisco, CA

- Delivered a major Python feature within months of being hired as a JavaScript developer, demonstrating rapid language acquisition and adaptability.
- Founding member of the Austin portion of the Bitbucket team. I helped onboard all new members in this office and set the bar for team culture.
- Won an award at company hackathon for writing a program to help product advocates schedule calls.
- Improved deployments by adding automation instead of a manual, error-prone process.

Cerner
Software Developer

January 2009 - May 2012
Kansas City, MO

- Wrote Java desktop applications for use by hospital administrators.

SIDE PROJECTS

Chronicle - work journaling app April 2026
 MacOS and iOS app built using SwiftUI and SwiftData. A combination of TODO list and journal to help keep track of work, helpful for performance review time. Available on Github.
<https://chronicle.frauenholtz.com>

Expense sharing app April 2026
 Quick web app to help with shared expenses when traveling in a group. Made with HTMX and Cloudflare Workers with Durable Objects (backed by SQLite).
<https://expenses.frauenholtz.com>

EDUCATION

University of Iowa December 2008
 B.S. in Electrical & Computer Engineering
 Minor in Mathematics

TECHNICAL STRENGTHS

Languages	JavaScript, TypeScript, HTML, CSS, Python, SQL
AI	Claude Code, Rovo Dev (Atlassian tool)
Frameworks	Django, React, Redux, Cypress, Playwright, HTMX, Cloudflare Workers
Databases	PostgreSQL
Tools	Git, Vim, npm, yarn, Bitbucket, Spinnaker
Build tools	webpack, parcel, atlaspack