



Michael Ortali

Web Developer, YouTube
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Roles

Tech lead

Drive new products from early designs to the final delivery. I am a key contributor to many initiatives and projects.

Mentor/Expert

Provide front-end expertise and training to engineers at YouTube and Google. Also an active member of the Google HTML / CSS StyleGuide.

Consultant

Advocate for good designs, rich interfaces and ultimate user experiences: I inform, teach and help teams in web development, design and social.

Google experience

YouTube StyleGuide, **tech lead**

Ongoing since January 2011

Work closely with the UX team to build the new styleguide which is a key document for engineers and designers. It contextualizes UI elements and provide sets of code samples to facilitate their implementation.

YouTube CSS, **tech lead**

Ongoing since July 2011

Lead the YouTube CSS framework. I've improved its features (migration to the new CSS compiler), created a set of libraries of mixins, and I've designed and maintained our global CSS infrastructure.

In addition, my role of CSS Guru at YouTube makes me a goto person for any questions related to UI components, design and layouts.

YouTube Critical UI elements, **tech lead**

Ongoing since September 2010

Lead the implementation and the design of our critical UI components (e.g. masthead, footer) and elements (e.g. buttons, overlays, alerts, thumbnails, tiles, lockups, tooltips, hovercards) to ensure a consistent user experience across the site for all supported browsers.

YouTube Goro, **tech lead**

Ongoing since September 2010

I have designed and implemented an entire framework based on Goro in order to facilitate the development of all YouTube marketing initiatives. I have worked closely with marketing teams to launch several major initiatives (e.g. politics101, creators, and advertise) and today, YouTube has a dedicated webmaster that I mentor.

YouTube Visual Redesign, **tech lead**

September 2011 to April 2012

Led the YouTube Visual Redesign - a large scale project which gave a huge visual refresh to the entire YouTube UI. This project was high visibility and was mentioned as the first main YouTube accomplishment in Eric's letter to the board.

I implemented the new visuals on all critical UI elements, applied the new design on the most visited pages (homepage, search, watch, account pages), and led a team of 6 engineers to get smaller parts of YouTube updated. I also had to communicate with all the teams at YouTube to inform them about the upcoming changes.

Other projects, **web developer**

2010 - 2011

For many months, I have been a key contributor for many teams at YouTube. Here are the few projects I've helped with: YouTube Search, YouTube Social, YouTube Slam, YouTube Topics (Paris), YouTube EDU (Zurich), YouTube Homepage (Los Angeles), YouTube Account (Los Angeles), and our support team.

Awards

35 peer bonuses, 2 spot bonuses, 3 company awards and 8 kudos

Company awards

- January 2012: Won the YouTube WebDev Fixit Award for resolving the highest number of bugs during the fixit week.
- July 2011: Won the 20% EMEA Award for YouTube EDU.
- April 2011: Won the Immersion "Best Quickest Fix" challenge for improving the UI of the video manager and helping our users to not delete anymore all their videos.

Spot bonuses

- December 2011: Spot bonus for my role as a tech lead on the YouTube Visual Redesign.
- April 2011: Spot bonus for my contribution to the YouTube April's fools.

Peer bonuses

In only 2 years, I received more than 30 peer-bonuses. They show my work dedication my work, my ability to help out on any project, my useful advice, and my relevant and deep knowledge base.

Outside of Google

- January 2012: Best Web Designer Portfolio of 2012 (Web Designer Magazine.)

Prior experience

Yahoo!, **software engineer**

January 2010 - March 2010

As an active Software Engineer in the Small Business Team at Yahoo!, I globally improved the quality of their main product, created several prototypes to demonstrate ideas, and collaborated with technical managers, product managers, and quality assurance engineers to develop features for the group's flagship site building tool.

My work focused on accessibility, usability, scalability, internationalization using advanced Javascript, XHTML and PHP. I also joined several classes to learn more about optimization and their public development frameworks, such as YUI.

AgencyNet, **front-end engineer**

July 2009 - December 2009

For this multiple award-winning digital agency located in Florida, I was in charge of developing search engine optimized websites for clients like GreyGoose and Bacardi. Simultaneously, I participated in the creation of AgencyNet's new portal by creating immersive animations in Flash AS3 and joined the Quality Assurance process to make sure the site was fluidly working under common browsers.

For some in-house projects, I designed several storyboards and graphic elements, including iPhone backgrounds. I also submitted technical articles to the corporate blog: one about advanced CSS techniques and one other about augmented reality.

Mediapiazza, **flash developer, front-end engineer**

November 2008 - July 2008

For this mobile content solution firm, I played several key roles in the development of their products. I helped the team responsible of internal tools create a better UI and improve accessibility. I participated in most of the user experience meetings, mocked and prototyped new innovative interfaces.

To bring mobile devices to the next level, I was in charge of developing a FlashLite framework and trained a team of engineers in its use. Under the supervision of the acquisition manager, I implemented the front-end of a full commercial website and several landing pages where our users could buy ringtones, logos, backgrounds, and more.

Skyrock, **front-end engineer, designer**

August 2007 - August 2008

Skyrock.com is a social networking site offering its members a free web space where they can create a blog, add a profile, and exchange messages with other registered members.

My main project was the full creation of an application capable of reading chat logs, analyzing the content and publishing rank of users depending on their participation; this included the development of the back-end (PERL, PHP5, Mysql) and front-end (W3C standards).

I also redesigned the chat homepage, created internationalized landing pages to promote signing-up, and developed tools for our moderation teams.

Thiers Optique, **web developer, designer**

2005

Thiers Optique, an optician shop in Le Havre, wanted a website with a clean, sober interface to clearly put forth the store image: « Aller à l'essentiel » ("Getting Down to Basics"). For this project, I provided consulting, proposing several different solutions and several types of presentation. After having clearly defined their needs and wishes, I developed their first website.

Education

Multimedia bachelor

2008-2009, Les Gobelins, paris

University of technology

2006-2008, University of Paris