

MICKEY MAYNARD

Product Strategist | Interaction Engineer | Creative Director

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QUALIFICATIONS PROFILE

For 26 years, Mickey Maynard has eliminated the gap between creative vision and technical execution: designing the interface, writing the production code, and architecting the deployment infrastructure without handoff friction or translation loss.

Most organizations hire designers who understand engineering, engineers who understand design, and product managers to translate between them. Mickey operates fluently across all three domains simultaneously: taking products from initial concept to final deployment without anything lost between disciplines.

His foundation: built in 1999 when "webmaster" meant wearing every hat. Sketch it in the morning, code it by afternoon, deploy it by evening. That dual expertise became a defining strength, deepened over two and a half decades into full-stack system architecture, brand-level creative direction, and product strategy grounded in real operational pressure.

CERTIFICATIONS

UX Design Certificate | 02/2025 Hybrid Workforce Management Certificate | 01/2025 | Upskillist

ENGINEERING & SYSTEMS

SYSTEMS & ARCHITECTURE

- Full-Stack System Architecture (Local to Remote Dev to Production)
- Modular Platform Design & Deployment Pipelines
- Secure Environment Segmentation & Promotion Workflows
- Infrastructure Planning & Technical Roadmapping
- Constraint-Driven System Design

WEB & APPLICATION ENGINEERING

- Modern HTML, CSS, JavaScript (Framework-Agnostic)
- PHP Application Engineering
- API Design & Integration
- Asynchronous & Event-Driven Application Logic
- Runtime Monitoring, Telemetry & Event Hooks
- Modular, Drop-In Application Components

DATABASES & DATA HANDLING

- Relational Database Design (MySQL, MSSQL)
- Query Optimization, Index Strategy & Execution Profiling
- Schema Evolution & Backward Compatibility
- Data Migration, Versioning & Integrity Control
- Local Redundancy & Offline-First Data Safeguards

DEVOPS, DEPLOYMENT & AUTOMATION

- Git-Based Version Control & Release Management
- Automated Installers & Self-Healing Deployment Scripts
- Environment Configuration & Provisioning
- Build Verification, Promotion & Rollback Strategies

OPERATING SYSTEMS & TOOLING

- Linux (LAMP), Android & Windows Environments
- Headless & GUI-Driven System Control
- Cross-Platform Toolchain Integration
- CLI Utilities, System Watchers & Health Monitors

MEDIA, INTERACTION & SIGNAL SYSTEMS

- Motion & Interaction Systems (UI-Driven + Programmatic)
- Audio / Video Processing Pipelines
- Real-Time Signal Interpretation Systems
- AI-Assisted Transcription & Analysis (Whisper-Based Workflows)

SECURITY, INTEGRITY & ACCESS

- Secure File Handling & Environment Isolation
- Forensic-Aware File Handling & Immutable Artifact Preservation
- Chain-of-Custody-Friendly Storage Design
- Principle-of-Least-Privilege Architecture
- Attack Surface Reduction & Operational Security Design

PROTOTYPING, ML & R&D

- Rapid Prototyping of Physical/Digital Systems
- Machine Learning-Assisted Prototyping
- Low-Latency Inference Pipelines
- Ethical AI Architecture & Governance Design
- Human-in-the-Loop Control Systems
- Use-Case-Bound Model Deployment

SUMMARY OF RELEVANT EXPERIENCE

Digital Strategy & Interactive Design

- Architected and led brand transformations improving backend systems, reducing load times, and enhancing UX across high-traffic digital platforms including one of the most visited digital publications of its era
- Designed and executed marketing campaigns for national brands: Volkswagen, Comcast Business, BASF, Motor City Casino: maintaining strict brand standards while driving measurable engagement
- Directed complex production projects ensuring seamless content delivery, data accuracy, and efficient cross-functional workflows

Product Development & System Architecture

- Founded LAB 315 and architected NEXUS: a modular B2B SaaS development ecosystem including automated deployment tools, multi-timer task management, forensic evidence platforms, and AI/ML arena display infrastructure
- Designed and built Git-based deployment automation with cryptographic verification, voice confirmation, and instant rollback: reducing deployment risk across staging and production environments
- Engineered content migration strategy for Amazon's acquisition of Borders Books, applying concurrent cycling processes to handle unique recipe archives and licensed assets at scale

Web Design & Development

- Delivered full-scale interactive platforms for Fortune 500 clients across automotive, media, hospitality, and publishing verticals
- Built and led teams of designers and developers, establishing quality-driven workflows from wireframe through production deployment

Operational Leadership

- Managed NHL arena operations for 12 seasons: where system uptime, split-second decisions, and operational precision weren't optional. That discipline now informs every production deployment and infrastructure decision
- Directed and trained teams in custom CMS platforms, multimedia systems, and enterprise content workflows across multiple organizations

WORK HISTORY

LAB 315 LLC | Detroit, MI

Feb 2023 – Present

Founder | Interaction Engineer

- Building NEXUS: a suite of modular development tools architected for B2B SaaS: NEXUS ROSE (deployment automation), NEXUS PING (task management), StateView (forensic evidence platform), NEXUS Display (AI/ML arena scoreboards)
- Full-stack architecture, product strategy, UX/UI design, and infrastructure engineering across all products

MAYNARD GROUPE | Los Angeles, CA

Jul 2009 – 2017

Interactive Engineer | Chief Executive Officer

- Founded and led multidisciplinary creative studio delivering large-scale interactive platforms for Volkswagen, Amazon/Borders, Comcast Business, BASF, Motor City Casino, and Eintracht Frankfurt
- Directed VW model year changeover platform: modular Flash architecture with dynamic vehicle data preloading across all trim packages
- Engineered Amazon/Borders Books content migration strategy during acquisition: concurrent cycling processes preserving unique recipe archives and licensed assets at scale
- Designed Comcast Business multi-branch lead capture microsite system and Eintracht Frankfurt U.S. training camp digital platform

LA SPLASH MAGAZINES WORLDWIDE | Hollywood, CA

Jul 2008 – 2014

UX/UI Director | Chief Experience Officer

- Led full brand transformation onsite at Hollywood HQ: streamlined backend architecture, minimized inefficiencies, and enhanced page load times for one of the most visited digital publications of its era
- Oversaw editorial UX, content architecture, and distributed article formatting across a global publication platform

MOTOR CITY INTERACTIVE | Ann Arbor, MI

Nov 2006 – Apr 2008

Freelance Developer | *Director of Internet Production*

- Directed interactive production for Motor City Casino and Cobo Hall Detroit: including a cutting-edge Flash room platform with dynamic venue data and zero heavy-download architecture

CITY OF SOUTHFIELD SPORTS ARENA | Southfield, MI

Aug 2003 – Jun 2007

Building Shift Manager | *Operations Supervisor*

- Managed arena operations across 12 seasons including NHL events: responsible for system uptime, safety, and split-second operational decisions where failure had immediate, visible consequences

WALLED LAKE SCHOOL DISTRICT | Walled Lake, MI

Jul 2000 – Feb 2004

Network Administrator Intern

- Administered network infrastructure, resolved hardware/software issues, and trained staff and students on multimedia systems and enterprise applications