micah rich

DESIGNER, DEVELOPER, BUSINESS LEADER

work@micah.sh • https://micah.sh • @micahbrich

I build stuff that challenges the way things have always been done. For 15+ years, I've designed, led product development and built custom tools and websites, led engineering teams, and written technical education for clients like Disney, Google, General Assembly, and Stripe, and more. I've started my own companies, built my own platforms, and transformed the way people work with fonts on the web forever. I thrive in the space between strategy, creativity, and execution, turning chaos into structured solutions that find the humanity in technology.

PROFESSIONAL EXPERIENCE

A Good Company FOUNDER, DESIGNER & DEVELOPER   JAN 2009 – AUG 2014

Founded design studio pioneering 'radical transparency' in agency practices, delivering enterprise solutions for Mozilla, NBCUniversal, and Stripe while earning industry recognition.
· Pioneered 'design in public' methodology, openly documenting processes while shipping projects for both startups and big brands
· Launched IRS redesign initiative and The League of Moveable Type, revolutionizing open-source typography
· Built engaged design community through educational workshops and transparent project documentation
· Established recurring revenue through consulting, digital products, and educational platforms

Citizen DESIGNER, DEVELOPER & PRODUCT MANAGER   JAN 2017 – JUN 2018

Led rebuild of mission-critical platform using Next.js and modern web technologies, achieving 60% performance improvement through technical modernization.
· Engineered a complete rebuild of three critical internal tools with Next.js—eliminating crashes and reducing 'Time to Incident' by 60%.
· Revamped UI/UX with a keyboard-driven interface and real-time map overlays, streamlining incident reporting and boosting team efficiency.
· Optimized backend performance through real-time systems integration, advanced caching, and memory management for seamless 24/7 operations.
· Instituted a robust metrics and analytics framework that tracked key performance indicators, proactively identifying bottlenecks and driving a sustained 60% reduction in 'Time to Incident.'

General Assembly CURRICULUM DESIGNER, PRODUCT MANAGER & INSTRUCTOR   AUG 2014 – NOV 2015

Led complete transformation of Web Development Immersive curriculum across 14 international markets, modernizing tech stack and creating standardized educational framework.
· Architected and implemented modern tech stack content development for web applications, including modern frontend developer tools like React, Node.js, and industry-standard tools across all markets
· Created comprehensive curriculum (110K+ words, 365K+ lines of code) with structured & detailed lesson plans and instructor documentation
· Unified global teaching approach through standardized materials while maintaining creators/instructors autonomy
· Built collaborative education ecosystem, enabling consistent delivery across employees in 14 international markets

The League of Moveable Type FOUNDER, DESIGNER, DEVELOPER, HEAD OF EDUCATION   JAN 2009 – PRESENT

Founded first open-source font foundry, growing to 35,000+ subscribers and revolutionizing typography education.
· Pioneered open-source typography movement, adopted by Google Fonts and major platforms
· Cultivated 35,000+ subscriber community through open-source fonts and educational content
· Developed typography education platform reaching millions globally, with curriculum for beginners and advanced typography enthusiasts
· Created sustainable model through workshops, products, educational membership, and community initiatives

Wildebeest TECH LEAD & HEAD OF PRODUCT   OCT 2015 – DEC 2022

Transformed agency operations serving Google, Disney, and Spotify through technical modernization and team development.
· Modernized infrastructure with React, Next.js, AI/ML tools, and cloud hosting (Vercel) for enhanced delivery
· Instituted code reviews, CI/CD, and Agile practices boosting team and office efficiency
· Developed accelerated learning program for junior developers in high-velocity environment
· Delivered both startup and enterprise projects while maintaining exceptional quality standards, interfacing with clients and external partners

Technical Skills & Architecture	Teaching & Education	Business & Leadership
Next.js • React Server Components • TypeScript • SWR • Vercel • Supabase/Postgres • AI SDKs • WebSockets/Realtime • Modern CSS / Tailwind • Branding • Copywriting • Marketing • Design	Course design • Curriculum development • Interactive workshops • Technical writing • Documentation systems • Open source maintenance • Instructional design • Lesson planning & writing	Team mentorship & development • System architecture • Technical roadmapping • Client pitching & management • Technical documentation • Developer education • Project management

EDUCATION

Otis College Of Art & Design   Bachelor of Fine Arts • Dual Major • Motion Graphics / Graphic Design