

Summary

UX Engineer with 9+ years building interactive, high-fidelity prototypes and production-ready interfaces using React, TypeScript, SolidJS, and modern web tooling. Deep experience translating ambiguous concepts into tangible prototypes that de-risk ideas, validate workflows, and influence product direction. Strong “think-by-making” mindset backed by a track record of rapid experimentation, building developer tools, and architecting scalable component systems used across mobile, web, and enterprise platforms. Equally comfortable exploring zero-to-one concepts, crafting throwaway experiments, or delivering robust solutions for real-world users. Passionate about improving developer workflows, human-AI interaction models, and next-generation tooling.

Experience

Senior Software Engineer

iRobot

Nov 2023 – Present

Senior engineer driving major e-commerce initiatives, cross-platform component architecture, and authentication/payment integrations across iRobot's SFRA and PWA Kit applications.

- Led UX-driven prototyping initiatives across iRobot's PWA Kit and SFRA applications, building new interaction models, component patterns, and cross-platform UI systems used on web and in mobile app webviews (hundreds of thousands of users).
- Architected and delivered a reusable React component library with Storybook documentation, enabling rapid UI experimentation, design iteration, and scalable front-end development across multiple teams.
- Created high-fidelity interactive prototypes for new ecommerce workflows (authentication, checkout, guided shopping flows), helping product teams evaluate concepts, validate assumptions, and refine UX prior to production buildout.
- Built sophisticated front-end experiences integrating live data via SCAPI/OpenAPI endpoints, enabling realistic prototyping of pricing, inventory, recommendations, and personalized flows.
- Worked through ambiguous product requirements, defining UX constraints, proposing interaction models, and delivering working prototypes that informed engineering direction and de-risked large initiatives.
- Acted as a technical mentor and lead, guiding front-end architecture, developer workflows, and experimentation best practices across cross-functional teams.

Senior Frontend Developer

iRobot

Feb 2022 – Nov 2023

Frontend engineer focused on Salesforce Marketing Cloud Personalization and later onboarded into Salesforce Commerce Cloud to support e-commerce feature development.

- Re-architected Salesforce Marketing Cloud Personalization into a modern Vite-powered system, transforming an unstructured JS file into a modular, maintainable developer platform supporting fast iteration and experimentation.
- Built reusable client-side UI templates in TypeScript, CSS, and Handlebars, enabling rapid creation of personalized experiences and A/B tests.
- Created internal developer tooling and workflows that improved iteration speed, reduced errors, and simplified experimentation for marketing and engineering teams.
- Collaborated closely with product, design, and marketing to translate ambiguous personalization requirements into working prototypes and validated UX flows.

Senior Developer

WESCO

May 2021 – Feb 2022

Senior developer on a major e-commerce replatform initiative, moving WESCO's B2B/B2C ecosystem from Hybris to Magento with an AEM + React frontend.

- **Led frontend architecture** for the Hybris → Magento replatform, designing the foundation for an AEM + React UI used across multiple B2B brands with complex workflows and account structures.
- Served on a senior-level **SWAT team**, making key platform decisions, establishing architectural patterns, and guiding the long-term technical strategy.
- Authored extensive **technical documentation**, onboarding guides, and architectural references to accelerate development across teams and ensure consistency during the platform transition.
- Collaborated closely with backend, UX, and product teams to align technical solutions with B2B-specific requirements such as multi-tiered permissions, contract pricing, and large-catalog performance considerations.

Frontend Developer

DMI

Aug 2020 – Apr 2021

Frontend developer at a digital agency delivering e-commerce experiences and modern web applications for enterprise clients.

- Developed core features for **Denver Mattress and Furniture Row's Next.js e-commerce platform**, including **SSR pages, PDPs, Search Results pages, and dynamic content flows**.
- Built a fully interactive **Reviews system** powered by GraphQL, enabling users to browse, upvote/downvote, and submit reviews, improving engagement and product detail quality.
- Led the migration of the client's **Drupal blog to a Next.js architecture**, implementing **Redis caching** to significantly improve API response times and page load performance.
- Collaborated across design, backend, and content teams to deliver performant, SEO-friendly solutions aligned with business and UX requirements.

eCommerce Frontend Developer

WESCO

Jun 2018 – Aug 2020

Frontend developer on WESCO's B2B e-commerce platform, focused on modernizing the UI layer and transitioning legacy JSP/JSTL pages to a React-based architecture.

- **Rebuilt major e-commerce flows** (PDP, checkout, search, account pages) by migrating legacy **JSP/JSTL** templates to **React** consuming REST APIs, significantly improving maintainability and front-end performance.
- **Modernized the frontend build system**, replacing a legacy **Gulp** pipeline with **Webpack** to support React, SCSS, Hot Module Reloading, code splitting, and more efficient development workflows.
- Collaborated with backend teams to integrate API-driven data models into the new React frontend, ensuring clean separation of concerns and scalable architecture.
- **Re-engineered WESCO's internal admin center**, transforming a legacy interface into a **React-based wizard** that streamlined internal operations and reduced manual workflows. Worked across B2B-specific requirements including contract pricing, multi-account structures, complex catalog navigation, and authenticated page flows.

Frontend Developer

DICK'S Sporting Goods

Jan 2018 – Jun 2018

Mid-level frontend developer responsible for high-visibility e-commerce experiences across multiple DICK'S Sporting Goods brands.

- Owned development of the **DICK'S Sporting Goods, Golf Galaxy, and Field & Stream homepages**, delivering performant and highly visible experiences used by millions of customers.
- Built and deployed **Hot Market campaigns**—time-sensitive, high-traffic experiences triggered during major sports moments (team clinches, championships, playoffs).
- Developed an **AngularJS Golf Release Calendar application** to showcase upcoming product launches (clubs, footwear, apparel), improving discoverability and engagement for golf customers.
- Collaborated closely with marketing, design, and merchandising teams to rapidly execute homepage updates and product launch experiences under tight deadlines.
- Mentored junior frontend developers and assisted with code reviews, contributing to higher code quality and improved team velocity.

Associate Frontend Developer

DICK'S Sporting Goods

Feb 2017 – Jan 2018

Entry-level frontend developer contributing to e-commerce content, campaign experiences, and supporting brand marketing initiatives.

- Built **campaign landing pages** and promotional experiences for major product launches (Footwear, Golf Galaxy, Field & Stream), collaborating closely with design and marketing teams to meet strict release timelines.
 - Developed reusable **banners, tickers, and dynamic content modules** that improved consistency and reduced turnaround time for seasonal campaigns.
 - Contributed to the company's **WordPress-based Pro Tips blog**, implementing PHP and front-end updates to support new content and improve site usability.
 - Gained foundational experience working in a large-scale e-commerce environment, supporting cross-functional workflows and rapid deployment processes.
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Web developer at a small digital agency building custom WordPress themes and sites for local businesses.

- Converted design mockups into fully custom **WordPress themes**, implementing PHP templates, custom fields, and reusable components tailored to client needs.
- Developed responsive front-end experiences using **HTML, SCSS, and JavaScript**, ensuring mobile-friendly layouts and consistent branding across client sites.
- Collaborated directly with designers and project managers to refine UI/UX, validate requirements, and deliver sites on time for small-business clients.
- Maintained existing client sites and implemented updates, bug fixes, and content improvements as part of ongoing support contracts.

Supported internal IT operations while contributing to the company’s intranet as part of a web development internship.

- Provided technical support for internal systems, including **networks, POS hardware, employee workstations, and server-related issues**, ensuring minimal downtime for store and corporate staff.
- Developed and enhanced pages for the company’s **internal intranet** using **HTML, CSS (Bootstrap), and JavaScript**, improving usability and accessibility for internal teams.
- Assisted with troubleshooting and documentation of recurring IT issues, helping streamline support processes and improve response times.

Skills & Tools

Frontend & Prototyping

React, Next.js, SolidJS, Svelte, TypeScript, JavaScript (ES6+), HTML5, CSS/SCSS, Tailwind CSS, component libraries, design systems, Storybook, rapid prototyping

Developer Tools & Workflows

Vite, Webpack, Babel, CI/CD (GitHub Actions), Git/GitHub, internal tooling development, build systems

AI, LLMs & Experimentation

LLM prompting, agent-style workflows, AI-assisted developer tools (personal + experimental projects)

Backend & APIs

Node.js, HonoJS, OAuth, REST APIs, GraphQL, SCAPi, OpenAPI 3.0, Redis

Platforms & Cloud

Cloudflare Workers/Pages, AEM integration, Salesforce SFRA/PWA Kit, cloud-based development workflows

Other (Google version)

AngularJS (1.0), PHP (WordPress), JSP/JSTL