

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 SCPI/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 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

Jun 2018 - Aug 2020

WESCO

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

Jan 2018 - Jun 2018

DICK'S Sporting Goods

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

Feb 2017 - Jan 2018

DICK'S Sporting Goods

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.

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.

Web Dev Intern & IT Technician

DICK'S Sporting Goods

Jul 2015 – May 2016

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