

Andy Morrison, Frontend Engineer

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I build interfaces that demand attention.

From experimental stages to pixel-perfect production, I craft immersive, high-fidelity digital experiences for screens of every shape. I'm a frontend engineer with a creative soul and a cinematic edge—designing UI that feels like something.

PROJECTS

Hulu’s OMITB - Game of War - Interactive Card Battle Engine

Sept 2025

Battle Engine: Designed modular game logic via useWarLogic and useWarBattleLogic hooks to handle state transitions, war conditions, and victory checks with precise state machines.

Event Bus Architecture: Implemented a scoped useAnimationBus and useMessageBus system to orchestrate GSAP-based animations across isolated components without prop drilling.

Rich UX: Built an immersive UI in GameBoard with animated card reveals, dynamic deck states, and modal-driven war resolution, emphasizing player feedback and clarity.

Telemetry Layer: Added useElementTelemetry to track user interactions by DOM attribute, enabling future analytics or A/B testing instrumentation.

Xulf - Low Code Website Builder - [Codebase](#)

ongoing

Drag-and-Drop WYSIWYG Canvas: Architected a recursive rendering engine with custom DnD logic (built on @dnd-kit/core) for deeply nestable, reorderable layout modules using a centralized DndProvider context and live ResolvedModuleInstance trees.

Logic Graph Editor: Created a visual programming layer using React Flow where module functions (e.g. Button.onClick → Modal.open) are represented as drag-in nodes, stored as JSON in SiteJSON.functions, and resolved via a centralized function registry.

Live Prop Editor + Metadata Generation: Built a dynamic prop panel with modal-based customStyles editing and enum dropdowns, backed by a ModulePropsMap auto-generated from source using custom AST tooling via generate-editor-meta.ts.

Monorepo Structure (Nx): Engineered a clean Nx-based monorepo with isolated modules/, editor-ui/, backend/, and db/ libraries, enabling composable module libraries with editor UIs, preview renderers, and prop/function contracts bundled per module.

The World’s Largest Tailgate, Kansas City Chiefs - [Staging Site](#)

Sept 2024

A fully responsive live streaming page provides an immersive experience across phones, tablets, and desktops, featuring interactive elements like an AR photo booth with live preview, and customizable overlays. Post-event content, quizzes, and polling interfaces enhance audience engagement, ensuring a dynamic, high-quality experience.

WORK EXPERIENCE

Frontend Software Engineer

Apr. 2024 – Current

Little Cinema Digital New York, NY

- Became a core contributor to an internal web platform still in active development, stress-testing its limits while influencing architectural decisions through structured feedback and hands-on implementation.
- Built modular, reusable React components optimized for live-event tooling and content delivery at scale—serving experiences for clients like HBO, Amazon, and Netflix.
- Led initiatives to standardize frontend patterns, improve component ergonomics, and reduce cognitive overhead across the codebase.

Tech-Lead / Founder

Oct. 2024 – Current

Morrison Developers New York, NY

Founded Morrison Developers to build ambitious, one-off software solutions that bridge custom design with powerful engineering. As the technical and strategic lead, I architected Xulf, a modular web builder and editor designed to make it easy to compose rich, interactive sites from reusable components—comparable to modern internal tools like Webflow, but fully programmable and extensible.

SKILLS

Languages & Frameworks: TypeScript, React, Remix, Next.js, NodeJs, Express.js, Ruby, Ruby on Rails, CSS3
Tools & Technologies: Figma, Vercel, React Router, Redux, Tailwind CSS, PostgreSQL, PostgreSQL, Git, Postman, Axios
Testing & DevOps: CI/CD Pipelines, RSpec, Jest, Jasmine, Capybara, Automated Testing
Support & Troubleshooting: Remote Support Tools (Postman, GitHub Issues), Support Ticketing (Jira, Linear), API Integration, Cross-functional Team Collaboration