

FRANKLIN JAVIER

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PRINCIPAL ENGINEER (FRONTEND)

SUMMARY

Principal Engineer with 16+ years building and scaling web/mobile products. Specialized in frontend architecture, performance, observability, design systems, and accessibility—focused on turning complex operational workflows into fast, reliable, maintainable user experiences. Previously led an org of 100+ people as a Sr Engineering Manager; as a Principal, I drive cross-org outcomes via standards, guilds, and design system governance. I apply AI-assisted engineering workflows to accelerate exploration and enforce consistency without replacing human decision-making.

SELECTED IMPACT

- Reduced page load time from ~15s to ~600ms in a large e-commerce context.
- Improved mobile page performance by 50%+ for high-traffic experiences.
- Built an end-to-end practice operations platform for AEC firms, replacing spreadsheet-heavy processes with unified planning and time workflows.
- Delivered outcomes positioned as: 40% less time on admin tasks, 95% project staffing accuracy, and 10x faster workforce planning.

CORE STRENGTHS

- Frontend Architecture, modularization, maintainability
- Performance optimization (profiling, Web Vitals, render/bundle strategy)
- Observability (instrumentation, error monitoring, actionable diagnostics)
- Design systems and accessibility (WCAG), governance and adoption
- DX/tooling (templates, automation, CI-ready workflows)
- Cross-org leadership (guilds), mentoring, hiring, onboarding

AI-ASSISTED ENGINEERING

Flow: Idea → Brainstorming → PRD → Writing Plans → Implementation → Code Review → PR

- Skills/playbooks enforce consistent architecture, component patterns, testing, and review quality.
- Claude Code and Codex support refactors, scaffolding, tests, and review; humans own trade-offs and decisions.

RECENT STACK

- **Frontend:** TypeScript, JavaScript, React, React Router, Remix, Vite, Tanstack, Shadcn.
- **Styling & UI:** Tailwind CSS, Radix/Base UI, Design Systems (WCAG).
- **Backend & Data:** Node.js, Drizzle, Prisma, SQL Stored Procedures, AWS/S3.
- **Ops & Observability:** GitHub Actions/CI-CD, Playwright, Sentry, instrumentation.

PROFESSIONAL EXPERIENCE

Stone Giant Studio — Principal Engineer (Frontend)

Mar 2023 – Present | Dallas, TX (remote contractor)

- Built the AEC workforce planning and resource management product end-to-end through its current version, reaching over 1,500 registered users <https://erast.us>

- Delivered integrated workflows for staffing, capacity planning, time entry, and budget vs. actual tracking to replace disconnected tools with a single source of truth.
- Partnered closely with database engineering (stored procedures and data logic) to ensure correctness, performance, and clean domain boundaries.
- Shipped long-range planning experiences that support data-driven staffing decisions for multi-project, multi-office firms.

Grupo Boticário — Principal Engineer (Frontend)

Jan 2021 – Feb 2023 | Brazil

- Drove frontend architecture across web/mobile with a focus on performance and observability, improving reliability and reducing time-to-diagnose.
- Evolved and governed a design system and accessibility standards to improve consistency across products and ensure inclusive experiences.
- Scaled DX via shared templates/tooling/libraries; mentored engineers and influenced standards through guilds; supported POCs and M&A technical evaluation.

Grupo Boticário — Sr Digital Product Manager

Jan 2020 – Dec 2020 | São Paulo, Brazil

- Led multiple e-commerce squads, aligning roadmap delivery with technical execution and quality practices.

Beleza na Web — Head of Technology

Dec 2015 – Jan 2020 | São Paulo, Brazil

- Led technology strategy and delivery for a high-traffic e-commerce business across frontend and platform initiatives.
- Enabled multi-store/white-label theming and templates; introduced micro-frontends for checkout; supported migration toward microservices.
- Delivered major performance gains (~15s → ~600ms) and shipped PWA + AMP initiatives to improve performance and SEO.

Earlier career: You can see more in my LinkedIn profile.

SIDE PROJECTS

- Keylead: Lead follow-up system for real estate agents built around capture → qualify → follow up → close, with pipeline stages, daily agenda, notes/activity feed, and AI-assisted conversation analysis <https://keylead.io>
- Project Campfire: Extracts tasks, commitments, decisions, and deadlines from conversations; assigns owners and due dates; provides time-based views, search, and an audit trail back to the source <https://projectcampfire.io>
- Robot Loupe: Human-in-the-loop review environment for AI-generated database changes, focused on dependency/impact visibility, safety checks, and standards enforcement before shipping <https://robotloupe.com>

EDUCATION

Universidade Anhembi Morumbi — Technologist, Systems Analysis and Development (2014–2016)

LANGUAGES

Portuguese (Native) | English (Professional) | Spanish (Basic)