I'm Pete.
A Design Engineer
based in Brighton, UK.

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Profile

Design Engineer specialising in React and TypeScript. I build products and front-end systems — working at the intersection of UX, design, engineering, and product, with a focus on consistency and repeatable high-quality execution.

With 10+ years' experience shipping websites, SaaS products, and platform-level UI, I bring structure and momentum to complex problems, using first-principles design thinking to ship high-quality work quickly. I treat code as the primary design medium, turning early ideas into durable, production-ready systems.

Core Skills

- Design Engineering · Design Systems · Product Architecture
- React · TypeScript · Next.js
- System-driven UI · Token-based Theming
- UX Architecture · Interaction Design
- Client-side State Architecture · Reactive Stores
- Rapid Prototyping in Code · System-led Development
- Front-End Architecture · CSS Architecture

Experience

Co-Founder — Design-System-First Web Platform (Stealth)
Jan 2024 – Present

- Co-founder shaping product direction while building, shipping, and owning the front-end architecture, UX, and UI of a design-system-first web platform.
- Designed and built ThemeOS, a token-driven theming runtime enabling portable, reusable themes across front-end applications.
- Implemented an inline, in-situ page editor with live editing and drag-and-drop layout manipulation.
- Built schema-driven content and layout primitives to balance flexibility with design constraints.
- Designed and implemented token schemas and runtime resolution logic underpinning a scalable, system-driven UI architecture.
- Navigated complex state and data modelling challenges inherent in live editing and system-driven UI.

Experience Cont.

Lead Design Engineer (Contract) — Cloud.IQ
Apr 2021 – Jan 2024

- Initially engaged as a UX consultant; evolved into lead design engineer bridging product discovery and front-end delivery.
- Used React/Next.js as the primary design medium to explore and validate product direction.
- Designed and built complex UI systems, including a visual campaign flow builder and an app-wide design system.
- Maintained a live design-and-delivery environment for internal alignment, client demos, and investor discussions.
- Joined senior front-end team as a key contributor, collaborating closely with backend, DevOps, and product to deliver production features and support a company-wide rebrand.
- Operated effectively within rapidly changing technical and organisational constraints in a pre-product, early-stage environment.

Web Team Lead | Senior Front-End Designer / Developer — Brandwatch
Nov 2016 – Apr 2021

- Owned and evolved front-end systems powering Brandwatch's global marketing web presence across multiple brands and regions.
- Built and maintained a central design system and content-builder platform supporting thousands of on-brand pages.
- Enabled high-volume, on-brand content production across 5–10 active websites at any time.
- Managed and mentored a small web team (internal and contractors).
- Led a large-scale website refresh prior to acquisition, enabled by systemised CSS and component architecture.
- Acted as the interface between executive stakeholders, marketing, design, and engineering, translating brand intent into durable front-end systems.

Earlier Career

- **Front End Designer — NUBZ LTD (2014–2015)**
- **Freelance Web Designer / Developer (2015–2016)**

References

Available on request.