

Steve White

Senior / Staff Frontend Engineer

stwhitejr@gmail.com • 781-249-8455 • github.com • [linkedin.com](https://www.linkedin.com)

Introduction

Frontend engineer with **15+ years of experience** delivering customer-facing applications, large-scale communication platforms, and complex internal tools. Expert in **React + TypeScript**, blending technical depth with a background in design and a strong grasp of human interaction. Proven ability to build systems that scale from millions of customer emails to self-service no-code platforms used across engineering and business teams. Skilled at turning ambiguous problems into intuitive, schema-driven, and visually usable solutions that empower both technical and non-technical users.

Skills

Core	React, TypeScript, Redux, RTK Query, GraphQL, REST, SASS, Tailwind
Testing & Quality	Jest, React Testing Library, Cypress, SonarQube
Tooling & CI/CD	Git, Docker, Buildkite, Webpack, Storybook
Design	UX collaboration, prototyping, low-fi mockups, component libraries (Material UI-style systems), Adobe suite, Figma, Miro

Experience

Wayfair

Staff (L4) Frontend Engineer • Boston, MA • 2014–2025

- **Customer-Facing Work**
 - Contributed to Wayfair.com storefront before and after IPO growth, improving customer shopping experiences.
 - Owned development of marketing and transactional emails across all Wayfair brands, reaching millions of customers weekly.
 - Built reusable, modular email template systems (PHP/XSLT → Handlebars/Node) that reduced build time and improved brand consistency.
- **Campaign & Flow Management System**

- Co-architected and owned Wayfair’s visual campaign and flow builder, a no-code, schema-driven application enabling both engineers and non-technical users to design and automate flows.
- Supported use cases from marketing campaigns to post-order engineering workflows, managing triggers, conditional API calls, and node-based orchestration.
- Delivered a highly visual, extensible platform that allowed users to build and manage flows without developer involvement.
- Became a core platform used across multiple orgs — marketing, logistics, operations, and engineering.
- **Internal Tooling & Platforms**
 - Architected and maintained 7+ frontend applications powering Wayfair’s communication platform suite.
 - Co-created a new email template CMS, enabling non-engineers to build batch + triggered emails without dev support.
 - Delivered multiple redesigns while maintaining parallel system versions for operational continuity.

ICON Advertising & Design

Designer / Web Developer • Boston, MA • 2011–2014

- Built customer-facing websites (static and dynamic) for small and medium-sized businesses, improving their online presence.
- Delivered full-stack solutions: HTML, CSS, JS, PHP backends, plus email campaigns.
- Designed visual assets (brochures, logos, event signage) — blending creative direction with technical delivery.
- Owned projects end-to-end in a scrappy, agency-style environment.

Projects

[Travel Site](#) — Next.js + Supabase photo gallery with Mapbox integration.

[Van Pi Dashboard](#) — Raspberry Pi + React wall interface for inverter control, sensors, and battery monitoring.

[JSON Schema to UI](#) — NPM package to generate UIs from JSON schemas.