

Summary

Design engineer with a decade at the intersection of brand, content systems, and software. Started as a designer (brand, UX, interaction), moved into engineering, and never separated the two. I build interactive, data-rich web experiences, headless-CMS content systems, and AI-assisted creative tooling — translating design intent into polished, production-ready code and moving fast from concept to working prototype.

Experience

Staff UI Software Engineer

Apple, IS&T / AI Data Platforms · July 2022 – Present

- Led UI architecture for *Data Intelligence*, a Next.js application for conversational data analysis with live-streaming AI responses and real-time interactive dashboard generation. Built polished, executive-facing data visualizations with React, Recharts, Chart.js, D3, Apache ECharts, and a token-based design system.
- Conceived, designed, and built *Flow*, a macOS workspace where designers turn ideas into functional code-based prototypes through AI-assisted workflows. Grew from hackathon prototype to a production tool adopted across 53 Apple organizations and design studios.
- Designed and shipped polished internal marketing, launch, and product-storytelling pages for Apple AI platforms — translating complex technical concepts into clear, interactive, high-craft web experiences.
- Designed and built *wAlle UI*, an inner-source React component library for prototyping and shipping conversational AI interfaces, adopted across multiple Apple teams. Presented the design approach at the 2025 ML Summit (HCI track).
- Defined shared frontend architecture, contribution patterns, and design-system conventions so designers and engineers collaborate on maintainable code. Built AI-assisted workflows with Claude Code skills, plugins, MCPs, and agent APIs. Won Apple's GenAI security hackathon, *Firestarter* (1st place).

Founder & Design Engineer

Boldly Fine, Design & Development Studio · 2014 – 2022

- Founded and led a design/development studio serving consumer brands, startups, restaurants, artists, and nonprofits. Delivered complete brand systems, content-heavy websites, product pages, and conversion-focused web experiences.
- Designed and built production websites across Squarespace, WordPress, Sanity.io, Payload, React, and Next.js — owning UX research, information architecture, visual design, CMS content modeling, page templates, frontend implementation, and launch.
- Built automated content systems, including a Payload-powered site for *Rize* with a scheduled Claude research agent that creates and publishes content through structured CMS workflows.
- Led SEO and growth for The Gedalje Group — from minimal search visibility to #1 rankings for 15 high-volume keywords through technical SEO, content strategy, competitor research, SEMrush reporting, and a first Google Ads campaign.

Full Stack Coding Bootcamp Instructor

UCLA Extension · Nov 2022 – June 2023

Taught full-stack web development, UX design, and motion to 35 students. Mentored non-engineers through technical workflows. 98.9% satisfaction, 100% graduation rate.

Frontend Engineer II

Amazon Web Services, AWS Amplify · Feb 2021 – July 2022

Owned the Auth and Data modules in AWS Amplify's JavaScript SDK, an open-source framework used by 80k+ developers. Built APIs, documentation, and developer experience patterns consumed at scale.

Sr. Frontend Engineer

Dermstore (Target) · Oct 2019 – Feb 2021

Led frontend modernization with UX design teams for a high-traffic e-commerce platform. Built WordPress editorial templates used by content teams to publish branded shopping and beauty experiences.

Lead Frontend Engineer, UI/UX

Hot Topic, Inc. · May 2018 – Oct 2019

Led frontend engineering alongside product design teams. Built features for the Hot Topic iOS app (Swift/UIKit). Board member, Hot Topic Foundation.

Skills

Web & Product: TypeScript, JavaScript, React, Next.js, Node.js, HTML/CSS, Tailwind, Framer Motion, GSAP, Storybook

Data Visualization: Recharts, Chart.js, D3, Apache ECharts, dashboard systems, interactive storytelling

CMS & Content: Payload, Sanity.io, WordPress, Squarespace, content modeling, structured data, editorial workflows, localization/i18n

Design & Craft: Figma, Sketch, design systems, typography, motion, accessibility (AA+), information architecture, brand systems

Growth & Infra: technical SEO, SEMrush, Google Ads, Git, CI/CD, monorepos, performance

AI Tooling: Claude Code, Claude Agent SDK, MCPs, LLM & Agent APIs/SDKs, AI-assisted prototyping, automated content workflows

Education

General Assembly

2017 – 2018

Software Engineering Immersive

Arizona State University

2008 – 2013

Bachelor of Arts, Music Performance