

SUMMARY

I take on the work that fits no one team's backlog. A build system that cut rebuild time for Netflix's TVUI from 40 seconds to near zero. A web interface that met 80% of the needs of hundreds of AR/VR scientists at Meta. *I operate the patterns across domains*, then build what they reveal.

*Engineering and design, from illustration to systems. **Breadth has always been the asset.*** One person with expertise and insight, designing and building with small teams and companies. Mentoring them so they own what is made.

CORE CAPABILITIES

Design and Engineering as One — Design judgment carries through to shipped product.

Interface Architecture — Systems that keep a product team moving.

Developer Tooling — Build systems, CLI tooling, and automation that teams adopt and keep.

AI-Augmented Development — Spec-driven, human-reviewed: faster, better product.

Force Multiplication — Raising the bar. Strengthening teams by teaching while building.

EXPERIENCE

Independent Design Engineer — HamletInk

2024 - PRESENT

- Interface architecture, developer tooling, and the decisions between, for small product teams: **design and build in one pair of hands**
- **Spec-driven development** turns intent into **robust architecture** and code
- Open source library author of **svg-react-loader** (559 stars, ~500K/month)

Principal UI Engineer, Infra — Meta

JAN 2021 - MAR 2022

- UI tooling serving engineers across Meta's infrastructure organization
- Mentored team of 6-7 engineers; 2+ advanced to senior roles

Principal UI Engineer, AR/VR Core Tech — Meta

AUG 2018 - DEC 2020

- Developed web-based tools, serving **hundreds of scientists and engineers**
- Robust solution addressing **80% of varied user needs** across teams
- Complex data visualization using SVG and WebGL

UI Architect — LogicHub

AUG 2017 - MAY 2018

- Security automation platform using graph-based tools for expert workflows
- Desktop-class features: drag-and-drop, keyboard shortcuts, undo/redo
- Team mentorship in architecture, functional programming, and RxJS

Principal UI Engineer — Airtime Media

AUG 2016 - JUN 2017

- UI experience engineering for web and desktop

Senior UI Engineer, TVUI — Netflix

MAY 2010 - FEB 2016

- Joined as founding engineer on 4-person team building Netflix's TV UI platform; scaled to **40+ engineers** serving **100M+ users** across **212 countries** on TVs, consoles, and set-top boxes
- Crafted the TVUI build system: **40 seconds to near-zero** rebuilds — saved millions in developer hours
- Infrastructure maintained **5+ years** through exponential growth in device coverage
- De facto Search UI using functional reactive programming and GraphQL-like data structures across **15+ languages**
- i18n standards enabling regional expansion without UI rework

EARLIER EXPERIENCE 1997 - 2010

Gaia Interactive (2009–2010): On the Growth Team: wooed new members with engaging experiences; streamlined legacy code with standards-compliant, cross-browser HTML, lean JavaScript, and CSS.

Tiny Prints (2009): Evangelized JavaScript and Web UI engineering best practices to optimize a growing, online, personalized greeting-card experience.

Yahoo (2007–2009): Search experiences across **40 international markets** and languages. **10% bandwidth savings** through optimization. Deployment automation eliminating configuration errors.

BIG Design (2004–2007): Design and development. **200% company growth**. SanDisk Sansa MP3 player line: **6 products, 5 regions, 30+ languages**.

Halleck (2000–2001): **\$750K contract** for Agilent portal. **300% search improvement**. **1000% e-commerce revenue increase**.

Freelance & Agency (1997–2004): Web development, graphic design, Flash animation, print production.

EXPERTISE

AI: Claude Code, Intent- and Spec-Driven Development, Custom Skills, Agentic Workflow Patterns, Prompt Engineering

Engineering: Systems Architecture, Design Systems, API & Library Design, Developer Experience, CLI Tooling, Build & Release Systems, Full-Stack Engineering, Open Source Library Authorship, Paradigm Fluency: Object Oriented, Design Pattern, Functional, and Functional-Reactive Programming

Technical: JavaScript, TypeScript, HTML, CSS, React, Redux, GraphQL, Node.js, WebGL, SVG, Webpack, RxJS, Ramda, MySQL, SQLite

Foundations: UI/UX, Information Architecture, Visual Design, Branding, Marketing, Illustration, Pattern Recognition