

Chris West

Design Engineer & Design Systems Lead | React, TypeScript, Design Systems & AI Workflows

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SUMMARY

Design engineer who builds design systems and the interfaces that run on them. At Under Armour I architected the React component library the whole eCommerce web team uses, led engineering for a checkout team through a 10.7% conversion lift, and set the standards that keep AI-generated code on the system. Formally trained in visual design, I also design and ship my own products, including [TerraForge](#), used by 6,000-7,000 people a day, and [SpaceUI](#), an open-source React design system.

SKILLS

Design Systems: Component Library Architecture, Design Tokens, CSS Custom Properties & Theming, Storybook, Figma, Design QA & Design Reviews, Accessibility (WCAG AA), ARIA

Frontend Engineering: React, TypeScript, JavaScript, Next.js, SSR/SSG/ISR, Tailwind CSS, Electron, Three.js & React Three Fiber, Playwright

AI & Agentic Development: Claude Code, Agentic Workflows & SKILLS Authoring, MCP Workflows, LLM Tool Calling & Prompt Engineering, Vercel AI SDK

Platform & Performance: Core Web Vitals, Feature Flags & A/B Testing, Datadog Feature Flags, Monorepos, CI/CD (GitHub Actions), Supabase / PostgreSQL, Vercel

Design: Prototyping, UX Research & Usability Testing, Adobe Creative Suite, Digital Illustration

EXPERIENCE

Lead Frontend Engineer

Jan 2023 to Present

[Under Armour](#) | Remote

- Architected UA's **React** design system and component library (20+ components) with **Storybook** docs, **design tokens**, and **WCAG AA** accessibility confirmed by a third-party audit; adopted across every web property and co-maintained by the whole eCommerce web team.
- Govern the library as the source of truth: **Figma** naming maps one-to-one to **CSS custom property** tokens, product code avoids style overrides, and a designer sign-off step cut design QA from **3 cycles to 1**.
- Led engineering for UA.com's checkout team through a **10.7%** checkout conversion lift and roughly **15%** lower cart abandonment, and cut checkout issues by **80%** through cross-functional bug-squash sessions.
- Drove a **60% Core Web Vitals** improvement on UA's **Next.js** platform, placing UA.com 11th fastest globally for LCP.
- Set the team's AI development standards in **AGENT** and **SKILL** files that keep coding agents on the component system, and built agentic tools, including a **Playwright** visual regression **SKILL** (10 flows, mobile and desktop).
- Engineering lead with UA's EMEA team bringing the entire region, including its payment systems, into the shared global codebase; now leading the migration from **Flagsmith** to **Datadog** feature flags.
- Lead and mentor 9-10 frontend engineers through architecture design reviews, code reviews, and career mentorship, and interview candidates when the team hires.

Founder & Principal Design Engineer

May 2020 to Present

[inkOrange Studios](#) | New York

- Founded **inkOrange Studios** and design and build every product myself, including [TerraForge](#), a **Three.js** and **Next.js** planet sandbox serving **6,000-7,000 daily users** who create **250+ planets a day**.
- Designed, built, and maintain [SpaceUI](#), an open-source **React 19** and **TypeScript** design system (32 components, zero runtime dependencies) with a three-tier **CSS custom property** token system, published on npm across 16 releases.

- Architected [PitchTracker](#)'s LLM layer as a read-only, tool-calling agent loop (**Vercel AI SDK**): 9 **Zod**-typed tools query Supabase, and grounding rules force every fact through a database lookup.
- Designed and shipped **CenterStage**, a live event interaction SaaS, from concept to production with **Stripe**, **Supabase**, and **Vercel**.

Lead UI/UX Engineer

Dec 2014 to Dec 2022

Zebra Technologies | Holtsville, NY

- Founded **Zebra Stripes**, a **React** design system of about 20 custom components based on **Material UI**, with **JSON design tokens** and a docs site; adopted by 3 internal teams, delivering component work **40% faster**, and since evolved into **Zeta** ([design.zebra.com](#)).
- As tech lead, architected **Zebra Aurora**, a **React / TypeScript Electron** machine vision app, from inception and led 4 engineers; users drag regions of interest onto camera captures and build pass/fail inspection jobs for assembly lines and logistics facilities.
- Served as lead UX designer, researching, prototyping, and testing designs directly with clients, including on-site visits.

Senior Design Engineer

Dec 2012 to Dec 2014

AppNexus | New York, NY

- Owned front-end design standards for the flagship Console application (LESS, CSS3, HTML5, JavaScript), led UI design for a corporate style guide site, and contributed to the core UI JavaScript library.

Senior Applications Engineer

Oct 2010 to Dec 2012

Barnes & Noble | New York, NY

- Engineered front-end features for BN.com's eCommerce platform with rapid iteration and A/B testing, translating design decks into production UI.

SELECTED PROJECTS

TerraForge [terraforgeworlds.com](#)

Planetary formation sandbox simulating billions of years of geological evolution; 6,000-7,000 daily users. Next.js, Three.js, Supabase

PitchTracker [pitchtracker.chriswest.tech](#)

AI-driven 3D MLB pitch trajectory visualization with natural-language queries via Vercel AI Gateway. Next.js, Three.js, Tailwind CSS, shadcn/ui, Vercel AI Gateway, Supabase, ISR

CenterStage [centerstagenow.com](#)

Live event interaction SaaS shipped concept to production with agentic development. Next.js, Supabase, Stripe, OAuth

OPEN SOURCE

SpaceUI React 19 design system and component library; 32 components, zero dependencies, 93% test coverage.

[github.com/inkorange/space-ui](#)

Pendu Organic gallery layout engine for React; 5.7KB gzipped, 99% test coverage. [github.com/inkorange/pendu](#)

EDUCATION

Computer Graphics, Syracuse University

Game design and software development focus; 3D animation programming, OpenGL, Lightwave 3D, Maya. Traditional art training with a focus on design and digital media.