

PHILLIP LOVELACE

Senior UX Developer • Design Systems

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SUMMARY

Senior UX Developer with 20+ years bridging design and engineering to build scalable, user-centered products. I've led frontend development on product teams, built design systems and component libraries used across entire engineering organizations, and shipped products from initial concept through to production. I work best where design and engineering overlap.

EXPERIENCE

Senior UX Developer, Design Systems

Kajabi • Irvine, CA • Dec 2021 - Present

- Maintain 40+ production web components in Pine Design System, used by the engineering team
- Build and maintain component APIs in Stencil so teams can use components regardless of their framework
- Built MCP Server (Model Context Protocol) integrations that connect Pine documentation directly to AI dev tools like Claude Code and Cursor
- Implemented a three-tiered design token system (semantic, component, and primitive) that simplified theming across the product
- Support product teams adopting Pine by writing technical documentation, pairing on implementations, and establishing usage standards

UX Developer

Kajabi • Irvine, CA • Feb 2020 - Dec 2021

- Built foundational components for Sage Design System using Rails View Components and React, which became the company's standard patterns and conventions
- Shipped product features on multiple teams while simultaneously building out the Sage component library
- Refined component APIs and usage patterns with designers based on how teams actually used Sage in production
- Onboarded product teams onto Sage through documentation, pairing sessions, developer support, and usage guidelines

Lead UI Designer / Frontend Developer

Education Elements • San Carlos, CA • Nov 2016 - Nov 2019

- Led product design and frontend development for Touchpoint, an online project management platform for personalized learning in K-12 schools
- Designed and built responsive interfaces for web and mobile, focused on educator workflows and student-facing tools
- Worked with educators and curriculum designers to turn their requirements into product features

Frontend Engineer

Fixya • San Mateo, CA • Apr 2010 - Oct 2016

- Primary frontend developer on the product team—built interfaces for web, email, and mobile
- Built responsive, cross-browser UI components for a platform with millions of monthly users
- Improved frontend performance and SEO across the site

Earlier Experience

Pixelflips • Berlin, Germany • Mar 2008 - Apr 2010

Ran a small web design firm in Berlin, designing websites and building web presence for small businesses and local clients.

Enstrumental • Atlanta, GA • May 2004 - Apr 2010

Provided web design, frontend development, and SEO services for a range of clients, including Overstock.com and Ski West.

Ski West Inc. • Park City, UT • Jan 2002 - Jun 2004

Designed and optimized a network of ski and travel websites generating over 10 million annual visitors and \$50M in vacation sales, continuing through the Overstock.com acquisition.

SPEAKING & THOUGHT LEADERSHIP

- **The Design System Guide Podcast** - Guest interview on design systems and developer tooling (thedesignteam.guide/interview-phillip-lovelace)
- **pixelflips.com** - Personal blog on design systems and frontend development

SKILLS & EXPERTISE

Design Systems & Architecture

Web Components • Component API design • Design tokens (CSS custom properties) • Storybook • Component libraries • Documentation

Frontend Development

HTML/CSS (SASS) • JavaScript/TypeScript • React • Angular • Ruby on Rails (View Components) • Responsive design • Web accessibility (WCAG) • Performance optimization

Tooling & Infrastructure

Git/GitHub • AI-assisted development (Claude Code, Cursor, MCP) • Spec and E2E testing

Design & Collaboration

Figma • Product design (web & mobile) • Technical writing