

Samantha Kellow

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SUMMARY

Design engineer with a visual communication background and production React and TypeScript depth, building the layer between complex systems and the people using them: component libraries, design systems and product surfaces whose visual and interaction design makes dense interfaces legible. Built a component library and design system from scratch at Garden Computing and the seasonal theming system at ASOS. Ships my own products (Lunary, live with paying subscribers) and creative tools (Gamut, Kern, Prism), with coding agents in daily use and every output reviewed before it ships.

EXPERIENCE

Founding Design Engineer, Garden Computing

2025 to 2026 · React, TypeScript, Component Libraries, Design Systems, Figma, Claude API

- Built a component library and design system from scratch: shared primitives, design tokens, and a Radix-based headless component layer.
- Applied an external brand's design guidelines to a co-branded campaign asset (Vercel), getting sign-off first attempt: strong instinct for working within and adapting to an established visual identity.
- Operated across design and engineering simultaneously, owning brand, marketing, and component architecture in a team where these would typically be split across multiple hires.

Senior Front-End Engineer, bots

2024 to 2025 · React, TypeScript, DataDog, Highcharts, LaunchDarkly

- Designed and built the product's search and analytics layers in collaboration with founders.
- Built data-driven dashboards and interactive reporting tools used by leadership and customers.
- Led feature development from concept to launch, managing scope and delivery.

Web Engineer, ASOS

2022 to 2024 · React, TypeScript, Storybook, Kubernetes, AKS, TeamCity

- Built a date-based seasonal theming system that eliminated campaign prep entirely: themes activate and deactivate automatically, removing the need for manual release cycles across the site.
- Built a reusable typography system within the component library.
- Managed production releases and strengthened documentation and onboarding for engineering teams.

Full-Stack Engineer, Rare: Group

2020 to 2022 · Vue, JavaScript, TypeScript, SQL, Jest

- Implemented an Atomic Design System unifying UI and UX across products.
- Led the full company rebrand from visual direction to front-end implementation.

SELECTED PROJECTS

Gamut (gamut.sammii.dev) · Next.js, TypeScript, OKLCH, CSS Custom Properties. Real-time design system builder with the colour maths implemented from first principles: OKLCH to sRGB, gamut clamping by binary search, perceptually uniform eleven-step scales, WCAG 2.1 contrast checks. Exports CSS custom properties, Tailwind config or Style Dictionary tokens.

Kern (kern.sammii.dev) · Next.js, TypeScript, Framer Motion, CSS clamp(). Variable-font explorer with live axis control (weight, width, slant, optical size), side-by-side comparison and automatic clamp() CSS for fluid typography.

Prism (prism.sammii.dev) · Next.js, TypeScript, React Three Fiber, CSS Custom Properties, Playwright, Claude API. Cursor-reactive component library: pointer position fed to CSS custom properties drives colour and glow with no animation library, spring physics on requestAnimationFrame, and a GPU shader playground. Agents draft components and demos; every output reviewed before it ships.

Kinetic (kinetic.sammii.dev) · Next.js, TypeScript, Framer Motion, SVG. 25 interactive motion demos: spring physics with live stiffness and damping controls, SVG path morphing, gesture-driven swipe decks with velocity detection, shared layout animations and drag-to-reorder.

Lunary (lunary.app) · Next.js, TypeScript, astronomy-engine, Stripe, Prisma, PostgreSQL. Live subscription PWA with paying subscribers, shipped and operated solo: real-time planetary positions (astronomy-engine, VSOP87), birth charts, synastry with 36 computed aspects, Stripe billing, and an MCP server exposing product data and tools to agents. Built on the Vercel AI SDK.

Celestial Map (celestial-map.sammii.dev) · D3.js, HTML5 Canvas, astronomy-engine, Vite, JavaScript. Star globe on Canvas: colours from the B-V index, magnitude-scaled brightness, Yale Bright Star Catalogue constellation lines, Milky Way band, drag-to-rotate with inertia and a time slider.

SKILLS

Front-end: React, Next.js, TypeScript, TailwindCSS, Storybook, Zustand, Vercel, accessibility, performance

Design systems and DX: Component libraries, Design tokens, Accessibility, Documentation, Shadcn, Radix UI, CLI tooling

Creative technology: D3.js, Three.js, MapBox GL, WebGL, GLSL, React Three Fiber, GSAP, Framer Motion, Rapier2D, Matter.js, p5.js

AI and agents: Claude API, MCP servers, Vercel AI SDK, multi-agent pipelines, Playwright

Back-end and tooling: Node.js, REST APIs, Prisma, PostgreSQL, Vite, Cypress, Jest, GitHub Actions, Docker, Kubernetes

EDUCATION

MA (Merit) Visual Communication and BA (Hons) Graphic Design, Southampton Solent University