

Samantha Kellow

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SUMMARY

I am a design engineer specialising in building cohesive, high-performance front-end systems. My work bridges design and engineering, translating complex ideas into clear, maintainable, user-centred digital products. I have led architecture across design systems, component libraries, and full-stack experiences, pairing engineering precision with design sensibility. I am interested in roles at the intersection of design systems, developer experience, and creative technology.

EXPERIENCE

Founding Design Engineer

Garden Computing, 2025-Present React, TypeScript, Component Libraries, Design Systems

- Built a component library and design system from scratch, establishing shared primitives and design tokens across the product.
- Started development of a custom Shadcn-style component primitive system for internal and external use.
- Designed all marketing collateral end-to-end: stickers, t-shirts, and event assets with topographic and hand-drawn visual direction.
- Created event imagery for Luma campaigns, handling art direction through to final production assets.
- Operated across design and engineering to deliver under rapid startup timelines.

Senior Front-End Engineer

bots, 2024-2025 React, TypeScript, DataDog, Highcharts, LaunchDarkly

- Led feature development from concept to launch, managing scope and delivery.
- Designed and built the product's search and analytics layers in collaboration with founders.
- Delivered fast, stable builds for demos that enabled expansion into the Asia market.

Web Engineer

ASOS, 2022-2024 React, Storybook, Kubernetes, AKS, TeamCity, Cypress, New Relic

- Drove accessibility improvements across user journeys and automated seasonal theming, reducing prep time by 80%.
- Built a reusable typography system within the component library.
- Managed production releases and strengthened documentation and onboarding.

Full-Stack Developer

Rare: Group, 2020-2022 Vue, JavaScript, TypeScript, SQL, Jest (TDD)

- Implemented an Atomic Design System unifying UI and UX across products.
- Led the full company rebrand from visual direction to front-end implementation.
- Delivered internal dashboards and tools used across client teams.

SELECTED PROJECTS

Prism: Next.js, TypeScript, React Three Fiber, GSAP, Playwright, Claude API Autonomous design engineering component library with a daily self-building pipeline. Components include MagneticButton, SpotlightCard, and an interactive playground (colour-field, fluid-mesh, text-dissolve, gravity-wells, shader-marbling). Custom spring physics via requestAnimationFrame with lerp factors, cursor-reactive RGB colour mapping. Pipeline runs daily: browses trends, builds a new component, records a demo video, and publishes automatically.

Kinetic: Next.js, TypeScript, Framer Motion, SVG 25-demo interactive showcase of advanced animation patterns. Spring physics with real-time stiffness/damping controls, SVG path morphing, gesture-driven swipe decks with velocity detection, shared layout animations, particle burst interactions, drag-to-reorder, and CSS perspective 3D card flips.

Gamut: Next.js, TypeScript, OKLCH, CSS Custom Properties Real-time design system theme builder on OKLCH colour science. All colour math from scratch: OKLCH to sRGB conversion, gamut clamping via binary search, perceptually uniform palette generation, WCAG 2.1 contrast calculation. Outputs CSS custom properties, Tailwind config, or Style Dictionary tokens.

Celestial Map: D3.js, HTML5 Canvas, astronomy-engine Interactive star globe rendered on Canvas. Star colours computed from B-V colour index using real astrophysics. Magnitude-scaled rendering, constellation lines from Yale Bright Star Catalogue, Milky Way band overlay, drag-to-rotate with inertia, and a time slider shifting right ascension.

ADDITIONAL PROJECTS

Spectra: Audio-reactive GLSL shader visualiser driven by microphone input via Web Audio API.

Kern: Interactive variable font explorer with real-time axis manipulation and fluid clamp() CSS

generation. **Lunary:** Live astrology PWA with paying subscribers, real-time planetary calculations, and automated content pipelines. **Isle:** VS Code extension visualising Claude Code agents as pixel-art characters. Published to the marketplace.

SKILLS

Front-End: React, Next.js, TypeScript, Vercel, TailwindCSS, Storybook, Zustand Design Systems

and **DX:** Component libraries, design tokens, accessibility, documentation, Shadcn, Radix UI

Back-End: Node.js, Prisma, REST APIs, SQL, PostgreSQL, MongoDB Tooling and **Testing:** Vite,

Cypress, Jest, GitHub Actions, Docker, Kubernetes, TeamCity **Creative Technology:** D3.js,

Three.js, MapBox GL, WebGL, React Three Fiber, GSAP **AI and Agents:** Claude API, MCP,

Playwright, autonomous pipelines, GPT-4 APIs **E-Commerce and Integrations:** Shopify,

Medusa.js, Stripe, Prodigy, Gelato

EDUCATION

Master of Arts (Merit), Visual Communication, Southampton Solent University Bachelor of Arts (Hons), Graphic Design, Southampton Solent University

front-end engineer, design engineer, UI engineer, UX engineering, JavaScript, TypeScript, React, Next.js, Node.js, Prisma, REST APIs, component libraries, design systems, accessibility, UX, UI development, D3.js, Three.js, WebGL, Storybook, design tokens, CI/CD, Kubernetes, Docker, data visualisation, interaction design, developer experience, autonomous agents, MCP