

KEL BROWN

they/them

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EXPERIENCE

Seekwell — Software Engineer (Frontend)

February 2023 – Present

Eyewear ecommerce storefront (theframery.com)

Software Engineer II (March 2024 – Present) · Software Engineer I (February 2023 – March 2024)

- Architected a dynamic content-matching system within the storefront's headless CMS, supporting content ID mapping, referral URL codes, and A/B campaign targeting, giving marketers independent control to launch content across promotions, audience segments, and product collections.
- Partnered closely with designers to translate Figma into pixel-perfect, responsive components, advising early on feasibility and content structure to shape implementations before build.
- Integrated a Cloudflare Worker campaign layer with the storefront and internal campaign system, enabling instant, flicker-free A/B experiments on high-visibility elements such as the navigation bar.
- Led the end-to-end implementation of a live, camera-stream virtual try-on experience to replace the legacy scan-based version, driving an 8% lift to orders conversion rate among users who engaged with the feature.

Sweep — Junior Software Engineer

June 2022 – January 2023

- Joined a three-developer team to stabilize and modernize an outsourced React Native codebase, correcting defects and migrating the application to TypeScript.
- Designed a visual refresh of the app in Figma, approved by the product team, and implemented it in React Native.
- Built booking and assignment endpoints on a Node.js backend to support the app's on-demand scheduling features.

SKILLS

Languages & Frameworks: Angular, React, React Native, Next.js, Vue, JavaScript, TypeScript

Styling: Tailwind, SCSS

Systems & Tools: Butter CMS (headless), A/B testing, Cloudflare Workers, SSR, Git, Azure, Vitest

Practices: Responsive design, component architecture, design systems, design collaboration

EDUCATION

University of Utah Professional Education

2019

Full-Time Web Development Certificate (powered by DevPoint Labs)