Eduardo Franco

AI-Forward Frontend Engineer & Design Systems Lead

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Professional Summary

Senior Frontend Developer with 5+ years of experience specialized in building scalable, AI-augmented design systems and high-traffic web applications. Expert at modernizing legacy architectures (Vue/React) and leveraging AI-assisted development tools to accelerate sprint velocity by optimizing component lifecycles and automated testing. Proven track record in leading cross-functional teams to deliver accessible, performance-driven user experiences for global brands.

Key Skills

- AI & Engineering Efficiency: Prompt Engineering for UI/UX, GitHub Copilot, Cursor, AI-driven Unit Testing (Jest), Automated Documentation.
- JS Ecosystem: Vue, React, Next.js, TypeScript, Node.js.
- Modern Styling: Tailwind CSS (v2 to v3 Migration Specialist), Sass, CSS-in-JS .
- Architecture & Systems: Design System Leadership, Storybook, Atomic Design, CI/CD (Jenkins, Lerna).
- Platforms: AEM, Shopify, Drupal, Salesforce.

Professional Experience

Williams-Sonoma | Senior Frontend Developer / Design System Lead
April 2023 – Present | San Francisco, CA

- AI-Enhanced Workflow: Integrated AI-assisted coding tools into the design system lifecycle, reducing boilerplate production for cross-brand components by ~30% (p. 1).
- Architecture Leadership: Spearheaded the development of a multi-brand design system architecture, ensuring accessibility (AAA) and performance parity across 8 retail brands (p. 1).
- Migration Management: Directed a critical upgrade of Tailwind CSS from v2 to v3, utilizing automated refactoring scripts to maintain consistency across global brand sites (p. 1).
- Technical Oversight: Acted as the final reviewer for the Williams-Sonoma Design System; managed the internal style guide using Storybook to bridge the gap between UI/UX and engineering (p. 1).

Gap Inc. | Web Content Developer
May 2021 – February 2023 | San Francisco, CA
- Modular Component Design: Modularized Athleta Online's marketing content using React, creating high-performance templates that increased site flexibility and user engagement (p. 2).
- Build Automation: Streamlined deployment pipelines using Jenkins and the Stitch Design System, optimizing mobile responsiveness and cross-device functionality (p. 2).
- Data-Driven Personalization: Engineered personalized frontend experiences based on regional data and customer segments, driving higher conversion for cardholder-specific campaigns (p. 2).

Exploratorium | Front End Developer
March 2019 – May 2021 | San Francisco, CA
- Full-Stack Maintenance: Designed and optimized interactive educational websites, managing content via Drupal CMS and improving media load times for SEO and user retention (p. 2).
- Analytics & Engagement: Leveraged Google Analytics and Salesforce data to iterate on UI features, resulting in measurable improvements in customer engagement and search rankings (p. 2).