



# James Lomax

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Senior Frontend Engineer | React  
TypeScript | API-Driven Applications

## Contact

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## Summary

I'm a Senior Frontend Engineer focused on building data-driven applications using React and modern JavaScript frameworks. My work centers on creating scalable, maintainable user interfaces that integrate seamlessly with backend services and support complex application workflows.

I've contributed to component-driven UI systems, internal tools, and user-facing products across enterprise and agency environments, with an emphasis on performance, accessibility, and long-term maintainability. I work closely with product and design teams to deliver intuitive, reliable experiences that support real-world use cases.

## Key experience highlights

- Lead Developer on a presentation platform refactor, architecting and implementing a modular codebase that separated the base application from presentation-specific components, enabling scalable development across multiple codebases
- Architected a component-based design system within Braze CRM for communications (email, app messaging, notifications), enabling full theme changes via a single variable and supporting dynamic, user-triggered campaigns
- Designed and implemented REST API-driven campaigns, integrating external data sources into workflow logic to support personalized, automated user experiences at scale
- Developed reusable templates and automated campaign workflows, eliminating manual processes and significantly improving delivery efficiency
- Created GitHub Actions workflows from scratch, automating build, test, and deployment processes to improve reliability and consistency across frontend projects
- Managed deployments, rollbacks, and environment troubleshooting in Azure DevOps and Bitbucket, supporting stable delivery across multiple environments

## Experience



### AbelsonTaylor

Title: Senior Interactive Developer  
2023 – 2025

- Contributed to the architecture and evolution of a scalable, component-driven UI system across multiple applications and teams
- Improved front-end performance by reducing bundle size and optimizing component rendering, decreasing load times and improving user experience
- Designed and implemented scalable front-end solutions supporting data-driven, user-facing applications
- Contributed to front-end standards to improve consistency, accessibility, and long-term maintainability across shared systems
- Standardized UI patterns across applications, reducing development overhead and enabling faster delivery of user-facing features
- Drove adoption of shared component libraries across teams, reducing duplication and improving consistency
- Developed internal, developer-facing tools using React, TypeScript, and Node.js to support complex workflows and improve development efficiency
- Managed CI/CD pipelines and deployment workflows in Azure DevOps
- Refactored legacy tooling and resolved build issues to improve system stability and maintainability



### Hawkeye Agency (*Razorfish*)

Title: Interactive Developer  
2018 – 2023

- Architected and scaled a reusable, component-driven UI system supporting dynamic, API-driven applications across multiple platforms
- Enabled data-driven user interfaces by integrating API-driven workflows and supporting dynamic application behavior
- Reduced development time by 80% by introducing reusable component architecture and standardized UI patterns
- Delivered scalable front-end solutions supporting user-facing applications and data-driven experiences
- Enabled faster iteration on user-facing features by standardizing UI patterns and reducing development overhead
- Built enterprise applications using Vue, TypeScript, Nuxt, and Tailwind CSS, with dynamic UI components supporting live updates and dynamic data interaction
- Contributed to a Vue.js SPA deployed in a Docker/Kubernetes environment
- Participated in CI/CD workflows, testing strategies, and mentored junior developers



### Michaels Stores

Title: Front End Web Developer  
2013 – 2018

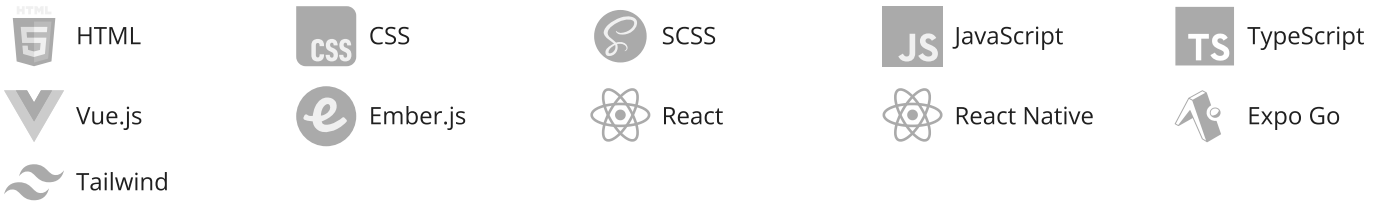
- Developed web tools and dynamic layouts for enterprise eCommerce platforms using Salesforce Commerce Cloud
- Built reusable front-end modules using JavaScript and Angular, improving maintainability and consistency
- Integrated third-party APIs and AI-powered features to support dynamic user experiences
- Refactored templates and workflows to accelerate content updates and improve delivery speed
- Implemented WCAG-compliant patterns to improve accessibility and consistency across user interfaces
- Established reusable UI patterns to reduce duplication across site features
- Led the front-end team during a leadership gap, onboarding developers and maintaining delivery

## Education



## Skills / Tech Summary

### Languages & Frameworks:



### Backend & Data



### Platforms & Tools



### Design & Collaboration



### Workflow & Methods

Component-driven Development	Single Page Applications (SPA)	Responsive Site Design	Accessibility (WCAG compliance)
Agile / Scrum	CI/CD	Cross-functional teams	