Dan Welch

Design Systems Architect

danwelch.net
contact@danwelch.net
(407) 741-3175
linkedin.com/in/danieldwelch
Hampden, ME | Remote

SKILLS

Design Systems
Component Architecture, Storybook, Design Tokens (DTCG), Style Dictionary, ShadCN Registry, Multi-Brand Theming / White-Labeling, Figma

Languages
TypeScript, JavaScript, Modern CSS, Semantic HTML, Node.js, PHP (Laravel)

Frameworks & Libraries
React, Next.js, Astro, Tailwind CSS, Vue.js (Vuex, Pinia)

Testing & CI/CD
Playwright (E2E), Vitest, Jest, axe-core, Biome, GitHub Actions, Semantic Release, Monorepo Tooling (Lerna)

AI & Modern Workflow
Claude Code, Cursor, GitHub Copilot, Codex, v0, bolt.new, MCP tooling, Custom rules & prompt authoring, Agentic workflows

Practices
Accessibility (WCAG / A11y), Core Web Vitals (Lighthouse CI, CrUX), Progressive Enhancement, Responsive Design, Design-to-Code Handoff, Typography, Information Architecture, UI/UX Consulting, Technical Writing

CMS & Platforms
Storyblok (Headless CMS), WordPress (Blade, Twig, ACF, Gutenberg)

Technical Leadership
Mentorship, Cross-Team Alignment, Design & Product Partnership, Executive Communication, Engineering Management (Interim)

SUMMARY

Design Systems Architect who has built and led design systems end-to-end at two companies, most recently the Ledger, Bankrate's React/Next.js system: 65+ components adopted across product teams. 17+ years deep in TypeScript, Node.js, and advanced CSS; agentic-first in daily practice.

HIGHLIGHTS

- **Owned design systems end-to-end:** Replaced Bankrate's legacy CSS framework with Treasury across a dozen-plus projects with zero production incidents, then evolved it into the Ledger, a React/Next.js system shipping 65+ components and adopted across product teams. Previously built Ares, Launch That's first design system.
- **Agentic-first engineer:** Co-led a hackathon proving out AI-agent migration of legacy JavaScript calculators to React, and extended agent-driven workflows team-wide.
- **Made engineering decisions from data:** Audited Storyblok component usage via a custom tracking dashboard, then eliminated or migrated 289 components (~30%), simplifying content workflows.
- **Built internal tools beyond engineering:** Vue.js reporting and link-repair apps that replaced manual marketing workflows, and a visual component catalog that cut content teams' search space by a third.

EXPERIENCE

Bankrate *(a Red Ventures company)*
09/2021 - 06/2026
Senior Software Engineer | Design Systems Architect
Remote

- **Architected and led the Ledger, Bankrate's React/Next.js design system:** 65+ TypeScript/Tailwind components with token-based white-label theming, adopted across product teams and leveraged by v0 AI prototyping workflows.
- **Built Ledger's operational foundation:** automated testing, accessibility validation, CI workflows, token compilation, Storybook documentation, and versioned releases, enabling reliable adoption across engineering teams.
- **Designed and launched the Treasury, Bankrate's first formal design system (Jan 2025):** prototyped and pitched it with the Creative Director directly to VPs and directors, winning approval through multiple reorgs, then replaced the legacy CSS framework across a dozen-plus projects with zero production incidents.
- **Led a data-driven Storyblok component audit:** built a usage dashboard, then eliminated or migrated 289 components (~30%), reducing cognitive load for content teams and simplifying workflows.
- **Introduced Playwright E2E coverage to CI via GitHub Actions:** hand-optimized AI-generated test suites from 20+ minutes down to 4 minutes per build, enabling regression detection on every PR before production.
- **Served on Bankrate's A11y and Performance task forces:** resolved WCAG compliance issues, ran Lighthouse CI and CrUX audits across product teams, and consulted internally on Core Web Vitals and front-end performance.
- **Authored and championed AI-assisted development practices across the team:** custom prompt rules and configurations for Claude Code, Cursor, GitHub Copilot, and Codex covering component generation, documentation, and code review, shared in bi-weekly sessions.
- **Drove design system education and adoption company-wide:** lunch-and-learns for cross-functional groups of engineers, designers, and PMs, plus one-on-one mentoring on component architecture, advanced CSS, Tailwind optimization, and design system standards.

EXPERIENCE (CONTINUED)

Bankrate *(a Red Ventures company)*
Engineering Manager | Interim
03/2025 - 09/2025
Remote

- **Maintained full IC delivery and velocity while concurrently managing a team of 7 (4 FTEs + 3 contractors) for 6 months:** drove a ~10% increase in sprint velocity through agile process improvements and conducted mid-cycle reviews.
- **Co-led an internal AI hackathon migrating legacy JavaScript calculators to React with coding agents;** the approach was adopted as the team's playbook for the full production migration.

Launch That
Senior Front-End Developer
09/2016 - 09/2021
Orlando, FL

- **Architected the Ares Framework, Launch That's first design system:** a custom component library and WordPress parent theme powering all company properties, leveraged to ship 6 multi-page sites in a single month.
- **Trained directly with Brad Frost (creator of Atomic Design)** in a hands-on two-day design system workshop, laying the groundwork for the approaches used in Ares and later at Bankrate.
- **Built ReportaRoo and DisavOwl, two internal Vue.js productivity tools** that automated marketing reporting and streamlined the SEO link-disavow process, replacing manual analyst workflows.

Studio Birdsall
Lead Front-End / Senior Web Developer
08/2014 - 09/2016
Winter Park, FL

- **Led front-end development across 10+ client projects,** including Magento and Shopify builds and custom WordPress sites.

Full Sail University
Senior Web Developer
10/2008 - 08/2014
Winter Park, FL

- **Led front-end development for Full Sail University**'s main marketing sites, blog, hundreds of landing pages and email campaigns, and the university's first online store and school interfaces.

EDUCATION

Full Sail University
B.S. Digital Arts & Design
09/2006 - 08/2008
Winter Park, FL

Valedictorian

University of Maine
Digital Media
09/2005 - 05/2006
Orono, ME