Devin Chaves

Design Engineer

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SUMMARY

I've led the front end of marketing sites for eleven years, most recently for Felix, Current, and Wealthsimple. I build the design systems and templates their marketing teams publish on, across Shopify, Webflow, WordPress, and Next.js. I handle the motion too, with GSAP, WebGL, and canvas.

EXPERIENCE

Independent • 2024 - Present
Design Engineer

Help brands turn who they are into a site that sells it, from the first layout through launch and every search after.

- Art direction, web design, motion, WebGL, and real-time 3D
- Development on custom Shopify, WordPress, and Webflow
- Conversion tools: booking calendars, estimate builders, and product configurators
- SEO: technical, on-page, and local, plus automated monitoring loops

Felix • 2024 - 2026 • Contract
Senior Software Engineer

Owned the front-end for the marketing and paid acquisition sites on Webflow, working with design, SEO, and paid content, then was a core engineer on the site's move to WordPress.

- Stood up the paid acquisition site: 160+ landing pages running on one CMS template and component library
- Expanded SEO reach with 190 location pages at launch and CMS-generated schema, then moved the location pages to WordPress with an importer and redirect map
- Co-designed the component library and pricing migration for the WordPress replatform, and built 20+ of its blocks
- Built reusable page systems for medication pricing and partner pages, plus interactive health calculators (BMI, TDEE, calorie deficit)
- Set up analytics and A/B testing across the site, from the Segment install to homepage experiments
- Turned around a time-critical launch in one day: a homepage countdown built Friday for a Monday Health Canada announcement

Current (Finco Services, Inc.) • 2021 - 2024
Software Engineer

Lead engineer for current.com, working with in-house brand and design, marketing, and an outside brand agency.

- Proposed and led a full rebuild from Next.js to Astro for lighter pages and faster launches, released with the 2023 rebrand
- Built a design system from scratch that carried both the 2023 rebrand and a full redesign five months later
- Built scroll-driven product storytelling with WebGL, canvas animation, and GSAP
- Shipped launch pages for each new product line, including credit building, rewards, crypto, and high-yield savings

Wealthsimple • 2018 - 2021
Software Engineer

Owned the front-end for wealthsimple.com, mostly as the only engineer, working with product managers, design, and marketing.

- Let marketing publish pages without engineering by rebuilding the site on Gatsby and Contentful with purpose-built content models
- Built the design system from scratch for the 2020 redesign, then carried the site through the 2021 rebrand
- Shipped bilingual launch pages for Wealthsimple Trade, Cash, Tax, and Crypto
- Built the interactive investment growth calculator and the editorial Magazine
- Set front-end standards for HTML/CSS, accessibility, and content modeling that other engineers adopted

EARLIER EXPERIENCE

Vibrant Media • Front-End Developer • 2016 - 2017
Interactive and full-page ad units; internal publishing tools in React

Akkadian Labs • Front-End Developer • 2016 - 2017
Vue app and WordPress site for Cisco-ecosystem software

Proper Task • Front-End Designer and Developer • 2014 - 2016
Freelance sites with creative direction and performance retainers

K2 Companies • Graphic Designer • 2013 - 2014

EDUCATION

Wichita State University
MBA, Finance

SKILLS

Core: JavaScript, HTML, CSS, Liquid, PHP, WebGL, Canvas, View Transitions, Accessibility
Design: Design Systems, Figma, Sketch, Photoshop, Illustrator, InDesign
Libraries: React, Next.js, Vue, Astro, Gatsby, TypeScript, GSAP
Platforms: Shopify, Webflow, WordPress, Cloudflare, Vercel, Segment