

Devin Chaves

Design Engineer

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SUMMARY

I'm a design engineer with 11 years of building marketing sites, most recently for fintech and health tech at WealtheSimple, Current, and Felix. I usually work as the lead or only front-end engineer, building the design systems and templates marketing teams publish on (Shopify Liquid, Webflow, WordPress, Next.js), and the motion work on top: GSAP, View Transitions, WebGL, and canvas.

EXPERIENCE

Independent • 2026

Design Engineer

- Finial (thecorbie.com): custom Shopify theme on Dawn with bundles, and the catalogue kept as code through the Admin API
- Stray Tales Pictures (straytalespictures.com): art direction and build, with cross-document View Transitions and a live-event platform
- Pest Free (pestfreewichita.com): brand extension, site, request flow on Cloudflare Workers, and local SEO

Felix • 02/2024 - 09/2026 • 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: ~190 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.) • 08/2021 - 02/2024

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 • 05/2018 - 07/2021

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 • 09/2016 - 12/2017

Interactive and full-page ad units; internal publishing tools in React

Akkadian Labs • Front-End Developer • 08/2016 - 03/2017

Vue app and WordPress site for Cisco-ecosystem software

Proper Task • Front-End Designer and Developer • 08/2015 - 08/2016

Freelance sites with creative direction and performance retainers

K2 Companies • Graphic Designer • 05/2013 - 06/2015

EDUCATION

Wichita State University • 09/2010 - 06/2015

MBA in 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