Kyle Butler

Senior Engineering Architect

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SUMMARY

Senior Engineering Architect and hands-on software engineer with over seven years of experience in frontend engineering, full-stack systems, commerce architecture, and technical leadership. Connect architecture and technical discovery with implementation, mentoring, QA, releases, and production support across enterprise commerce programs. Use AI-augmented engineering workflows to accelerate development and help teams establish practical workflows.

CORE SKILLS

Engineering: React, TypeScript, JavaScript, Node.js, Front-End Architecture, Full-Stack Development, Hydrogen, Liquid, Vue, Vite, Sass / SCSS

Architecture & Systems: Software Architecture, System Design, Solution Architecture, API Design, GraphQL, Systems Integration, Payments, Product Data, CMS, Search, Fulfillment

Commerce: Shopify Plus, Headless Commerce, Storefront / Admin APIs, Checkout Extensibility, Shopify Functions, POS, B2B, Markets, Sanity, Contentstack, Algolia, Constructor

Leadership & Delivery: Technical Leadership, Discovery, Scoping, Estimation, Mentoring, Code Review, Accessibility, Core Web Vitals, Playwright, QA, Release Management, Git

AI-augmented engineering: AI Tools, Technical Discovery, Architecture Exploration, Team Workflows

EXPERIENCE

Senior Engineering Architect

SDG | Los Angeles, CA | Sep 2023 - Present

- Lead technical architecture, planning, and delivery across concurrent enterprise commerce programs. Help support portfolio-level technical coordination and engineering standards across 40+ repositories.
- Remain hands-on across React, TypeScript, Hydrogen, Liquid, Node.js, GraphQL, payments, data models, search, and third-party integrations, from implementation through QA, releases, and production support.
- Translate client and business requirements into system boundaries, API contracts, delivery sequencing, and implementation plans; mentor and unblock engineers through review and cross-functional coordination.
- Use AI-augmented engineering workflows for implementation, debugging, code review, technical discovery, and architecture exploration.
- Help establish practical AI-augmented engineering workflows across the team and build tools and integrations that support development, project planning, documentation, QA evidence, and release visibility.

Senior Front-End Engineer

SDG | Los Angeles, CA | Sep 2021 - Sep 2023

- Led frontend implementation and increasingly owned technical planning, QA, and releases across Shopify Plus and headless commerce programs including SKIMS, Framebridge, Glossier, and Shopify Hardware.
- Implemented complex cart, checkout, bundling, product configuration, persistent cart, customer account, search, localization, accessibility, and headless storefront systems.
- Expanded into project leadership, estimation, ticket decomposition, mentoring, technical review, release ownership, and frontend-backend integration coordination.

Front-End Engineer

SDG | Los Angeles, CA | Sep 2019 - Sep 2021

- Built production storefront features for SKIMS, Peet's Coffee, Intelligentsia, Stumptown, Rare Beauty, and other consumer brands, including responsive UI, CMS, subscriptions, accounts, search, and integrations.
- Progressed from component and production-fix work into ownership of complex cart and checkout systems, launch-sensitive changes, and reusable frontend patterns.

SELECTED PROJECT WORK

- **KaramMD:** Built and launched a fully redesigned Shopify theme, with hands-on ownership of product discovery, subscription purchasing, cart, reusable content tools, QA, and production go-live.
- **MATE the Label:** Technical leadership and hands-on Shopify engineering across editorial commerce, Fabric Library, product discovery, cart interactions, merchant authoring, and launch delivery.
- **Browns Shoes:** Hands-on storefront engineering and delivery leadership for a bilingual Shopify replatform across discovery, PDP interactions, localization, content migration, integrations, performance, accessibility, and release safety.
- **JANUS et Cie:** Technical lead and hands-on full-stack engineer across a headless storefront and custom sales application, including payments, quoting, inventory, pricing, product imagery, saved portfolios, and release infrastructure.
- **SYRN:** Hands-on commerce engineering across Fit Finder, shoppable video, inventory-aware gifting, product discovery, launch and signup experiences, localization, integrations, and recurring releases.
- **Barnes & Noble:** Engineering leadership and direct implementation on a headless Shopify migration supporting 14M+ SKUs, 750+ retail stores, and interconnected content, search, checkout, fulfillment, loyalty, and account systems.
- **Indigo Books:** Technical leadership and hands-on storefront engineering on a bilingual Salesforce Commerce Cloud to Shopify migration spanning 12M+ products, 8M metaobjects, and 135+ stores, with work across discovery, product state, performance, and launch support.
- **Glossier:** Primary frontend implementation, accessibility, internationalization, and release support on the storefront recognized as Shopify's 2024 Best Custom Liquid Storefront. Recognition belongs to the project team.
- **Society6:** Architecture, technical leadership, and hands-on launch stabilization for a hybrid-headless artist marketplace supporting 300M+ dynamically generated SKUs. Shopify reported a 60% average increase in add-to-cart rate and 45% increase in mobile conversion as project outcomes.
- **Framebridge:** Project lead and primary frontend engineer on a 10-month Shopify Plus and POS replatform spanning 30+ retail studios. Shopify reported project-level increases of 15.3% in add-to-cart rate, 8.1% in checkout starts, and 7.5% in conversion.
- **SKIMS:** Four years of direct frontend engineering across the original Liquid storefront and Hydrogen rebuild, including international commerce, stateful bundles, checkout, product configuration, search fallbacks, and performance work.

Additional client work includes American Giant, Annie Selke, BAPE, BaubleBar, Comfrt, Filson, Haus Labs, Houseplant, Intelligentsia Coffee, Leatherology, Magic Spoon, Marleylilly, Mattel / American Girl, Mixbook, MoMA, Netflix.shop, Paper Source, Peet's Coffee, prAna, Rare Beauty, Rugs USA, Shopify Hardware, and Stumptown Coffee.