

Kyle Butler

Senior Engineering Architect

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Summary

Senior Engineering Architect with 7 years at SDG (Spiegel Design Group), a Shopify Platinum Partner since 2006, leading engineering delivery on Shopify Enterprise builds and platform migrations. Owns ticket-to-release delivery across concurrent projects: scoping, LOE, assignment, QA, and release, on replatforms spanning tens of millions of SKUs. Partners with business leadership on technical discovery and architecture.

Technical Skills

- Frontend: React, TypeScript, Vue, Liquid, SCSS/Sass, HTML, WCAG 2.2 Accessibility, Core Web Vitals
- Shopify Platform: Shopify Plus, Shopify Enterprise, Hydrogen, Oxygen, Storefront API, Admin GraphQL, Checkout Extensibility, Shopify Functions, Shopify POS, Shopify B2B, Metaobjects/Metafields
- Backend & Integrations: Node.js, Remix, Sanity, Contentstack, Algolia, Google Vertex AI Search, Manhattan Active Omni, Cloudinary, Optimizely, Netlify, Vercel
- Tooling & AI: Cursor, Model Context Protocol (MCP), Shortcut, Notion, Slack, Figma, Git, GitHub, Shopify CLI
- Leadership: Engineering Management, Software Architecture, Sprint Planning, Agile Methodologies, Team Leadership, LOE and Ticket Decomposition, QA Governance, Release Management

Experience

SDG - Senior Engineering Architect | Los Angeles, CA | September 2023 - Present

- Lead engineering across SDG's project portfolio, Shopify's original enterprise partner (Platinum tier, Shopify Build Award winner)
- Own ticket-to-release delivery: write every ticket, size LOE, assign it, manage it day to day, run QA, handle the release, and remain the point of contact afterward
- Primary resource for developers throughout the day for guidance and unblocking
- Partner with company Principal on technical discovery and architecture, translating business requirements into buildable technical plans
- Cross-repo standards work applied across 40+ Shopify codebases
- Helping lead the organization's adoption of Cursor, MCP tooling, and agent workflows across engineering, PM, and QA

Selected projects and case studies:

- Barnes & Noble: engineering lead migrating 14M+ SKUs and 750+ stores off Oracle ATG onto Shopify Enterprise, fully headless on Hydrogen and Oxygen
- Indigo (Chapters Indigo): engineering lead migrating 12M+ products and 135+ bilingual stores off Salesforce Commerce Cloud onto Shopify Enterprise
- JANUS et Cie: engineering lead on DTC replatform and custom admin tool, one of 4-6 concurrent projects
- Framebridge: engineering lead on Shopify Plus + POS replatform across 30+ retail studios in ~10 months; Shopify-reported 15.3% add-to-cart lift, 7.5% overall conversion lift
- Society6: engineering lead on hybrid-headless rebuild generating 300M+ SKUs via Cart Transformations; Shopify-reported 60% add-to-cart lift, 45% mobile conversion lift

SDG - Senior Front-End Engineer | Los Angeles, CA | Fall 2021 - September 2023

- Senior contributor across SDG's Shopify Plus portfolio
- Lead front-end contributor on SKIMS (+ SKIMS x Fendi) through its 2023 rebuild on Shopify Hydrogen
- Core engineering team on Shopify Hardware, one of Shopify's earliest Hydrogen production storefronts
- Core contributor on Netflix.shop, Peet's Coffee/Intelligentsia/Stumptown, Haus Labs, and Rare Beauty

SDG - Front-End Engineer | Los Angeles, CA | Fall 2019 - Fall 2021

- Joined as a Junior Front-End Engineer, promoted to Front-End Engineer within the year
- Front-end contributor on SKIMS from go-live
- Early exposure to Shopify Hydrogen and headless storefronts through SDG's earliest production builds