

Owain Llewellyn

Design Engineer · Product Design & Frontend

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SUMMARY

Design engineer with 18 years building for the web, from creative agencies like AKQA to nearly 8 years at Apple. I work closely with designers, stakeholders and engineering teams, and I use data to set priorities and measure results. I'm a self-starter who gets things done and keeps projects moving. At Apple I conceived and led an AI framework that encodes my team's UI standards, and outside work I build my own AI apps and agents with Next.js and the Vercel AI SDK. Day to day I work in React, TypeScript and SwiftUI.

EXPERIENCE

Apple · Software Development Engineer (ICT4)

Global Security, Secrecy Platforms Engineering

Jan 2019 – Present

- Designed and built major features end to end across the team's security platform: 4 internal web apps (TypeScript, React, Ember) plus native macOS and iOS apps (SwiftUI), designing interfaces for multi-step workflows whose business rules change often.
- Did field research with Apple Retail back-office teams to learn how they fulfill product requests, then designed and built the features that brought those patterns into a global logistics platform: handheld workflows with multi-item and QR scanning, and item location data.
- Owned major features of a disclosure tracking tool that records which employees are cleared for confidential products.
- Conceived and led "UI Excellence" (2026)**, a framework of Claude AI skills that encodes the team's UI standards: component usage, accessibility, feature scaffolding and automated code review. Since adoption the team has built features faster, with fewer review cycles, fewer accessibility issues and quicker onboarding.
- Led product discovery: took stakeholders and leadership from design mock-ups through finished builds, ran user studies, and used usage data to choose which users to interview.
- Set up Sentry across the team's apps with custom logging, bug tracking and monitoring, and used it to own quality after launch.

SailPoint · Senior UI Engineer

IdentityNow, Austin, TX

Oct 2017 – Dec 2018

- Led and mentored a team of 4 UI engineers on SailPoint's cloud identity governance platform, a technical product built for IT and security admins.
- Audited the company's UI frameworks, then partnered with UX to start a shared design system and component library used across SailPoint products.

AKQA

Sep 2011 – Sep 2017

Creative developer working day to day with designers and UX teams, taking concepts and prototypes through to launch.

Senior Creative Web Developer · New York

Apr 2014 – Sep 2017

- Maybelline Foundation Finder**: lead developer on a React/Redux app, a chat-style assistant that used the device camera and a machine-learning service to match users to foundation shades.
- Lokai**: built a custom React/Redux storefront on the Shopify API, with a checkout designed with the UX team to cut the steps to purchase.
- Nike SB "The Garage"**: sole developer of a pop-up skate park's web app, with real-time content, a live-preview authoring tool and a WebGL 360° venue view.

- **Nike:** built the Node.js REST API and front end for Nike's FC mobile web app, and social mobile apps for Olympics campaigns and product launches.
- **Audi USA (San Francisco):** built features on AudiUSA.com with the design team, including live car inventory and shared UI library components.

Earlier

Web Developer, Precedent Communications, Cardiff (2010 – 2011) · Web Designer / Developer, iCom, Cardiff (2008 – 2010)

SELECTED PROJECTS

AI Agent & LLM Platform for a Marketing Agency · 2026

Next.js 16, React 19, TypeScript, Vercel AI SDK, Vercel Sandbox, Supabase/Postgres

A 0→1 SaaS platform in production for an agency and its clients. About 107k lines of TypeScript; I designed and built it, front end to database.

- **Agent pipeline:** a GitHub App connects client repos; coding agents run in Vercel Sandbox and open PRs for human review (never auto-merged). Per-attempt cost tracking, a retry cap, an observability tab, and alerts for failed or slow runs.
- **Multi-provider LLM features** on the AI SDK (Anthropic, OpenAI, Perplexity) with a mock provider layer for tests: brand-visibility tracking across ChatGPT, Claude and Perplexity with sentiment scoring, and a report writer that learns each author's style from their edits.
- Role-based access (4 roles) enforced at the UI, server actions, API routes and Postgres row-level security; dashboards combining LinkedIn, HubSpot, GA4 and Meta data.
- Quality gates in CI: 320+ test files (Vitest, Playwright visual snapshots), bundle-size budgets and Lighthouse CI with accessibility ≥ 95 .

Design System, CLIs & Agent Tooling · 2026

Turborepo, React, Tailwind 4, Node.js, Claude Code

- A token-driven design system: component library, 15 composable page blocks, and themes generated from a 21-token spec, with a catalog app for browsing components.
- Command-line tools: a bootstrapper that provisions new client sites, a secret-rotation CLI, and a sync tool that keeps agent skills current across repos.
- 5 Claude Code plugins (about 25 skills) that teach coding agents the stack's conventions, plus a typed telemetry package for product analytics.

SKILLS

- **Design & frontend:** product and interaction design, React, Next.js, TypeScript, Tailwind, design systems, accessibility, Swift/SwiftUI
- **AI:** Vercel AI SDK, multi-provider LLM features, agent pipelines, Vercel Sandbox, Claude Code skills and plugins
- **APIs, CLI & data:** Node.js, REST APIs, command-line tools, PostgreSQL (Supabase, row-level security), PHP
- **Quality & observability:** Sentry, product telemetry, Playwright, Vitest, Lighthouse CI, GitHub Actions, Vercel

EDUCATION

Cardiff Metropolitan University (UWIC) · Higher National Diploma, ICT

2003 – 2006