AJ BARNETT

PRODUCT DESIGN | UI/UX | DESIGN SYSTEMS

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PROFILE

Designer-engineer with 15+ years of experience taking digital products from visual concept through responsive implementation. Began in graphic and web design, moved into full-stack engineering, and later led enterprise design-system architecture. Strongest at the point where interface decisions become accessible, documented, production-ready components.

Core strengths: interface design, visual hierarchy, typography, responsive systems, interaction states, accessibility, design tokens, component specifications, Storybook, Figma collaboration, Adobe Creative Suite, and frontend implementation

EXPERIENCE

CDW CORPORATION

Senior Software Engineer I | Technical Lead | 2022-2026

- Led frontend architecture and engineering for Legato, CDW's enterprise design system, in partnership with Product Design, Product, QA, and engineering teams.
- Co-led more than 170 shared UI assets across React, TypeScript, Stencil Web Components, and HTML/JavaScript; ownership was shared across the team.
- Architected semantic design tokens and used Storybook as the source of truth for variants, states, implementation guidance, and accessible usage.
- Embedded WCAG 2.1 AA and Section 508 requirements into reusable components and supported incremental adoption in existing applications.
- Helped increase adoption from 38% to 92% and mentored five engineers through component design, code review, and architecture decisions.

EQUITY TRUST COMPANY (MIDLAND TRUST)

Software Engineer | 2020-2022

- Designed and delivered responsive client, advisor, and payment portals for regulated financial workflows.
- Connected interface design to React implementation, authentication, role-based access, APIs, and data-backed business processes.
- Built cross-platform experiences with React and Ionic and optimized accessibility, performance, and SEO.

PRIORITY MARKETING

Full-Stack Software Engineer | 2016-2020

- Designed and developed responsive websites and digital products for healthcare, nonprofit, hospitality, education, government, and commercial clients.
- Created custom CMS themes and reusable frontend patterns with attention to typography, hierarchy, accessibility, SEO, performance, and conversion.
- Worked directly with creative directors, designers, account managers, and client stakeholders from concept through launch and support.

MOORE & SCARRY ADVERTISING (LATER CALDWELL & KERR / AFFINITIV)

Junior Graphic Designer -> Senior Frontend Web Developer | 2015-2016

- Progressed through four roles in 15 months, moving from design production into senior frontend development.
- Designed and built high-volume automotive campaigns, landing pages, and responsive experiences with Adobe tools, HTML, CSS, JavaScript, PHP, and WordPress.

INDEPENDENT / FREELANCE

Freelance Software Engineer | 2010-2015

- Designed, developed, and deployed websites, CMS platforms, eCommerce experiences, brand assets, and business applications for organizations across several industries.

CAPABILITIES

Product and interface: responsive UI, interaction design, visual hierarchy, typography, conversion-aware layouts, content structure

Systems: semantic design tokens, component APIs, variants and states, accessibility guidance, Storybook documentation, governance

Tools: Figma collaboration, Adobe Photoshop, Illustrator, After Effects, HTML, CSS, SCSS, React, TypeScript, Stencil

Quality: WCAG 2.1 AA, Section 508, keyboard behavior, responsive reflow, performance, SEO

LICENSES & PROFESSIONAL DEVELOPMENT

FAA Private Pilot Certificate · FAA Instrument Rating - Airplane · Microsoft Azure professional coursework