

MARCO PRETELL-VÁZQUEZ

UI Engineer | Accessibility, Design Systems & Performance

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LOCATION: New York, NY

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PROFILE HIGHLIGHTS

TECHNICAL SKILLS

- *Core:* HTML5, CSS3, Sass, Design Systems, Accessibility (WCAG), Responsive / Mobile-First Design, Performance Optimization (Core Web Vitals), JavaScript (ES6+), TypeScript, React, Next.js
- *Tools & Workflows:* AI Development (Claude, Copilot), Git, Agile, Storybook, VoiceOver (macOS), Lighthouse, CI/CD (Jenkins), Adobe XD, Azure, Jira, Node.js, Salesforce Commerce Cloud (SFCC / Demandware)

SUMMARY OF QUALIFICATIONS

- UI Engineer with 12+ years specializing in design systems, component architecture, and accessible, performant user interfaces across multi-brand digital platforms
- Built and maintained a multi-brand design system serving 19 brands, including a token-based theming architecture, component library, and developer documentation
- Deep expertise in semantic HTML, CSS architecture, WCAG accessibility, and translating design specifications into production-quality UI at scale
- Track record of collaborating across Engineering, Design, UX, and Product to establish UI standards and deliver high-quality, conversion-driven digital experiences

LANGUAGES

- English (native), Spanish (fluent)

EXPERIENCE

FULLBEAUTY BRANDS · *Lead UI Engineer* · New York, NY (Hybrid) *July 2020 – Nov 2025*
Promoted from Senior UI Engineer to Lead UI Engineer *April 2023*

- Spearheaded creation of a centralized design system scaling across 19 e-commerce brands — featuring a Sass-based token architecture, CSS-first component library with cross-browser support, interactive state documentation, and developer usage guidelines: <https://designsystem.fbbrands.com>
- Built the UI/component layer for a headless application using React, Next.js, and TypeScript, integrating with SFCC APIs — spanning Checkout, Search, and PDP workflows with a focus on accessibility, performance, and conversion
- Established team-wide UI standards for semantic HTML, accessibility (WCAG), and CSS architecture — mentoring engineers and enforcing consistency through code reviews
- Led the front-end architecture for the SiteGenesis to SFRA migration, advocating for an isolation approach that separated legacy CSS and JavaScript from new components — enabling the design system to become the company-wide standard
- Distributed the design system as a private package powering a multi-tenant application, minimizing JS dependencies for performance and maintainability while serving 19 brands via token-based theming

BLOOMINGDALES · *UI Developer* · New York, NY *Apr 2018 – July 2020*

- Built and optimized components for high-traffic Browse & Search pages using Backbone.js, Marionette, and Sass — collaborating with UX and Product on a dedicated feature team
- Enhanced page performance and iterated on UI through A/B testing — implementing CSS animations, lazy loading, and responsive design techniques, shipping analytics-driven improvements for MVP releases
- Contributed to a comprehensive style guide focused on visual consistency and component design standards across teams
- Boosted unit test coverage to 80%+ for key components using Jest, improving code reliability across the team

SPRINKLR · *Software Engineer* · New York, NY *Sept 2014 – Sept 2017*

- Built reusable components and templates for an enterprise SaaS page-builder product using React, Redux, and Sass — enabling Fortune 500 clients to create and publish branded micro sites at scale
- Established development team's styling standards for CSS style sheets

BRANDERATI · *Junior Developer* · New York, NY *June 2014 – Sept 2014*
Acquired by Sprinklr *Sept 2014*

- Built custom branded sites for influencer marketing clients using JavaScript, CSS3, and Foundation
- Contributed to data visualization features using D3.js for platform analytics

GENERAL ASSEMBLY · New York, NY *Dec 2013 – July 2014*
Hired on contract as Expert in Residence to mentor students *Apr 2014*

- Completed Web Development Immersive (WDI), a twelve-week full-stack program

STARTOUT · *Community Coordinator* · New York, NY *Oct 2012 – June 2013*

GLOBAL HEALTHY LIVING FDN · *Web/Program Associate* · Nyack, NY *Mar 2010 – Sept 2012*
First hands-on experience with HTML and CSS managing the organization's websites

EDUCATION

BALL STATE UNIVERSITY · Muncie, IN *BA, May 2009*

- *Major:* International Business · *Minors:* Marketing · Spanish
- *Honors:* Dean's List 2008, 2009 · Advanced Professionalism Certificate
- *Leadership:* Alpha Kappa Psi, Latino Student Union, Student Government Association