ROBERT ABBY

Frontend Engineer · Product & Design

Bellingham, WA, USA · robabby23@gmail.com · (847) 530-9319
linkedin.com/in/robabby · robabby.com

SUMMARY

I'm a frontend engineer with 15 years of experience building products. I've led frontend engineering at PartySlate, worked with users on design and usability at SAVO, and now build and run WavePoint. Over time, my work has grown beyond the code. I enjoy figuring out what a product needs and working with people across disciplines through design and development. Mentoring other engineers has also been an important part of my work.

EXPERIENCE

Founder & Operator

WavePoint November 2025 - Present, Bellingham, WA

- Lead product direction, design, engineering, and day-to-day operations for WavePoint, an iPhone astrology and reflection app, in collaboration with my wife, Shayna.
- Led development of the native iOS app using AI-assisted coding in SwiftUI, shaping the experience and reviewing and testing the implementation through internal and external TestFlight.
- Designed the Free and Premium experience, including upgrade, purchase, and restoration flows.
- Built and maintain the supporting website and product demonstrations using Next.js, React, and TypeScript.
- Use AI-assisted tools throughout research, design, development, and review, while staying hands-on with product decisions and implementation.

Technology Strategist & IT Manager

VIMSIA March 2025 - November 2025, St. Thomas, USVI

- Led technology strategy for a PK-12 school, partnering with administration on AI integration in educational settings.
- Owned infrastructure, procurement, and support operations; reduced support requests by approximately 20% through training and systems improvements.

Staff Software Engineer

Earlier role: Senior Software Engineer

PartySlate December 2018 - February 2024, Chicago, IL

- Senior-most frontend engineer through PartySlate's growth from a 12-person startup to a 50+ employee Series-B company, leading architecture for a React/GraphQL frontend on a Ruby on Rails backend.
- Led the frontend rewrite of Find a Venue into an interactive map-based search experience, which product and engineering leadership reported increased venue inquiries by 150%.
- Improved accessibility and performance across high-traffic marketplace pages, using lazy loading and code splitting to reduce initial bundle size by 40% and average page load time by 2.3 seconds.
- Led the Soirée design system, building shared React components with TypeScript, Chakra UI, and Storybook. Worked across design, product, and engineering to define how components were proposed, evaluated, and maintained.
- Led and implemented the main registration and onboarding flow for event professionals, establishing reusable form, validation, and upload patterns and delegating related flows across the team.
- Mentored junior and apprentice engineers through pairing, technical lunch-and-learns, and documentation, helping them navigate the codebase and take on larger initiatives.

EXPERIENCE — CONTINUED

Senior UX Engineer

project44 June 2018 - December 2018, Chicago, IL

- Built map-based logistics interfaces (HERE Maps API) in a React/Redux codebase on the Product Experience team; established a living style guide and UI component library with Ant Design and Rollup.js.

Senior Frontend Developer

Earlier roles: Software Developer, then Product Owner, Predictive Analytics

SAVO Group April 2013 - June 2018, Chicago, IL

- Led the initiative to establish a UI/UX team, working with leadership to secure a Visual Designer role, then writing the job posting, interviewing candidates, and hiring.
- Built an Ember.js component system and living style guide used across SAVO's shared navigation, individual products, and Salesforce integration. Supported engineers across teams in adopting and implementing the components.
- Partnered with a Visual Designer throughout the design and implementation of the Asset Page redesign, iterating through end-user feedback and usability testing before its customer release.
- Worked with UX, research, and Product colleagues to define research goals and incorporate user feedback throughout the product development process.
- Founded the SAVO Front-End Guild, a recurring forum for sharing frontend practices, supporting developers, and discussing industry developments.
- Served as the Predictive Analytics team's Product Owner, reporting directly to the CTO and leading backlog refinement and team discussions for a sales-content recommendation initiative.

Web Developer

Web2Carz November 2011 - March 2013, Highland Park, IL

- Built consumer-facing galleries, forms, and a standalone mobile web app; introduced git and a formal deployment process.

EDUCATION

Business Administration Studies

American InterContinental University · September 2003–June 2005

CERTIFICATIONS

Designing & Building AI Products & Services

MIT xPRO · 2024

Certified Scrum Product Owner

Scrum Alliance · 2016

SKILLS

AI & Tooling: Claude Code, Codex, DeepSeek Harness, MCP, agentic workflows, prompt engineering, n8n, LM Studio

Frontend: React, Next.js (App Router, RSC), TypeScript, JavaScript (ES6+), TanStack Query, Apollo Client, GraphQL, REST, Zustand, Zod, CSS, Tailwind CSS, Chakra UI, Storybook, Framer Motion, Vite, Webpack, accessibility (WCAG/a11y), performance optimization

Product & Design: Design Systems, Interaction Design, Prototyping, UI Auditing, Usability Testing, Product Discovery, Figma

Platform: Node.js, Ruby on Rails, AWS (S3, ECS, CloudWatch, Route 53), Docker, Vercel, CI/CD, Git/GitHub

Testing: Jest, React Testing Library, Cypress