

David Demaree // Senior/Staff Web Engineer // NYC/NJ

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Front-end engineer and published technical author with 20 years shipping production web apps, sites, and design systems used by millions. Deep in React/Next.js, WordPress, Astro, Sanity, and hand-crafted CSS + Tailwind. Owns delivery, reviews code, works with clients.

EXPERIENCE

Bits&Letters • Founder & Principal 2006 – Present

- Built real-time data displays for Stripe's 2025 Black Friday campaign, based on SvelteKit, Sanity, and custom ETL
- Built HIPAA-compliant data pipeline and data-lake architecture for Series B health tech startup
- Advised CopilotKit (seed-stage) on its pivot to agentic AI; built developer docs and messaging for the CoAgents SDK launch.
- Delivered Everself's brand relaunch in just 10 weeks, hitting launch-quarter Core Web Vitals and conversion targets

Webflow • Principal Product Manager 2022 – 2024

- Shipped CSS variables and functions, adopted by 75% of users with published sites within 1st month post launch
- Followed with shared component libraries and slots (2024); strong enterprise adoption

Stripe • Staff Product Manager, Design Systems 2021 – 2022

- Led the first public release of Sail, Stripe's React-based design system, as the UI toolkit for Stripe Apps 3rd party SDK

Google • Product Manager, Material / Fonts 2018 – 2021

- Led the Material 3 rollout for Android 12 across 50–60 teams (Gmail, Messages, Phone, Calendar; 500M+ DAUs). Owned Google Fonts and Material Web Components.
- Shipped variable fonts & icon libraries on Google Fonts

Adobe • Staff Engineer / Principal PM, Typekit 2011 – 2018

- Principal technical owner of Typekit web app and customer backend; grew from senior engineer to product lead.
- Built Typekit's Creative Cloud integration (identity, entitlements, activation), scaling web-font users from ~50K to 5M+. Shipped ML-based visual font search from photos, in Capture iOS app (~1M MAU) and Photoshop (10M+ MAU).

Gannett • Senior Engineer, Metromix 2009 – 2011

- Technical owner for large internal Rails-based CMS platform, including Solr-based faceted search & ETL pipeline for 3rd party wire content and local listings data

SKILLS

Frontend: React, Next.js, Astro, Svelte, Web Components, TypeScript, modern CSS, design tokens, component architecture

CMS: WordPress, Sanity, Contentful, custom backends

Backend/Data: Node, Ruby on Rails, PHP; Postgres, MySQL, MongoDB, Elasticsearch, Redis

Practice: WCAG accessibility, Core Web Vitals / performance, AI-assisted development

Certifications: Contentful Certified, Sanity Certified; Anthropic/Claude Platform Developer cert in progress

EDUCATION

School of the Art Institute of Chicago — BFA, 2004

WRITING & SPEAKING

Author, *Git for Humans* (A Book Apart, 2016).

Talks: Decoupled Days '25 (NYC); Web Directions Product '19 keynote (Melbourne), Web Directions South '13 (Sydney), TYPO Berlin '13