Brandon Jewell

Design Engineer (Growth)

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Design engineer with 10+ years designing, building, and growing marketing websites. Own brand, UI, front-end, CMS, SEO/GEO and conversion experiments. An engineer's approach, a designer's eye and a marketer's curiosity. AI-native: ideas reach production in days.

EXPERIENCE

Copysmith · Rytr, Frase, Describely

Lead Design Engineer, Growth

Oct 2023 – Oct 2025 · Remote

Sole website designer and developer across four AI writing and SEO brands serving 10M+ active users. Reported to the CEO.

- Rytr: pitched, designed and built ungated AI mini-tools with two free uses, then sign-up. **Increased sign-ups 5% in 30 days** with no other site changes.
- Frase: helped grow organic traffic from **~60K to 130K+ monthly visits** through free tools and search-focused landing pages.
- Built Frase's live-API GEO audit and ad-matched landing page system; led its rebrand and 2.0 migration with **no organic traffic loss**.
- Led Rytr's website rebrand; owned web architecture and design systems across all four brands.

Uplight (formerly Tendril)

Web Lead, Design Engineer · Contract

Jan 2018 – Present · Remote

Sole marketing engineer as Uplight grew from 30 to 500+ employees, now a $1B+ energy technology company. Designed and built every page on uplight.com.

- Built the WordPress site and publishing systems for **1,000+ pages**: 500+ blog posts, 220+ press releases, 180+ resources and 40+ events.
- Enabled self-serve publishing, a Pardot-gated resource library, event invitations and agendas, email and martech workflows.

Independent Design Engineer

Voltage Advertising and direct clients

Oct 2017 – Oct 2023 · Denver

- Uber (via Voltage, 6 months): built global CMS infrastructure for **200+ locales**, alongside a universal brand and web design system.
- Built Owlet's D2C storefront and purchase funnel; led custom Shopify ecommerce for BlueStar Cooking.
- Marketing builds for Desktop Metal, Diono and Peterson Partners; product UI and front-end for CoverMe; web and product UI for IntelliGRC.

BausCode

Front-End Developer

Mar 2016 – Oct 2017 · Boulder, CO

Built CorePower Yoga and Pure Barre iOS and Android apps at a five-person shop: scheduling, booking, accounts, recommendations and waitlists.

SKILLS

Growth & search
SEO · Technical & programmatic SEO · GEO · AEO · CRO · A/B testing · Landing pages · Free tools · Product-led growth · Migrations

Engineering
JavaScript · TypeScript · React · Next.js · Astro · Node.js · HTML · CSS / SCSS · Tailwind · REST APIs · Core Web Vitals · Accessibility · Localization

CMS & platforms
WordPress · Sanity · Contentful · Keystone · Headless CMS · Shopify · Vercel · Git / GitHub

Marketing & analytics
HubSpot · Salesforce · Pardot · GA4 · Plausible · HTML email · Marketing automation

Design
Figma · UI/UX · Design systems · Brand · Prototyping · Motion & interaction design

AI
Claude Code · Cursor · Lovable · LLM-powered tools · Internal tools & automation

ENTREPRENEURSHIP

Denver Tallow

Founder · Oct 2025 – Present

Built a handmade D2C skincare brand: brand, store, product and acquisition. Now runs with minimal involvement.

denvertallow.com

EDUCATION

Galvanize

Full-Stack Web Development
Sep 2015 – Mar 2016