Simon W. Jackson

Creative Technologist, UI Developer & Perpetual Tinkerer

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ABOUT

Creative technologist and contributor to a patented voice command integration system at Dell. Over a decade of experience crafting solutions for major brands including Hilton and Domino.com. Excels at building tooling that bridges design and engineering workflows, consistently delivering projects that enhance both team productivity and end-user experiences.

EXPERIENCE

Senior UI Developer   Aug 2023 - Feb 2025
Hilton

- During the 2024 Hilton Hackathon, designed and built a collection of micro-animated UI components to enhance visual engagement across the booking platform.
- Collaborated with QA teams to maintain visual consistency across the component library, ensuring high-quality user experience across modern devices and browsers.
- Refined Hilton's booking flow through iterative A/B testing, optimizing the guest experience for room upgrades, checkout, and rewards program enrollment.
- Implemented booking flow features across Hilton's portfolio of 18 brands and 7,000+ properties, focusing on consistent user experience at scale.

Technology: React, Tailwind CSS, GraphQL, NX, Storybook, Cypress, Jest

Lead Frontend Developer - Digital Display Systems   May 2022 – Jun 2023
Grocery TV

- Prototyped a React Native application that demonstrated the viability of web technologies for retail display applications, which later evolved into a production system deployed across 22,000 locations.
- Collaborated with designers to build automation tools for the Texas State Lottery campaign, standardizing dynamic content integration and reducing video production time by 50%.
- Developed a Raspberry Pi-based update solution to minimize post-deployment site visits during the pilot program.
- Supported the hardware team during pilot installations, providing on-site software expertise and identifying real-world technical constraints.
- Mentored junior engineers in software development fundamentals, guiding their transition into broader engineering roles.

Technology: React Native, TypeScript, Nix, Tailwind CSS, Raspberry Pi

EXPERIENCE

Senior UI Developer   Dec 2021 - Mar 2022
Kronologic

- Collaborated on the development of core components for the company's first internal design system, contributing to the creation of a unified design language across projects.
- Designed and implemented a flexible UI toggle system enabling instant show/hide functionality for components and pages, facilitating efficient testing and refinement of new features.
- Developed and implemented 'Silent Login' to enhance the user experience by eliminating the need for manual login on trusted devices, streamlining access for returning users.
- Spearheaded the E2E testing effort to help increase overall code coverage and introduce new testing methodologies.

Technology: React, JavaScript, Cypress, Storybook

UI Developer   Sep 2018 - Oct 2021
Bottomline Technologies

- Developed a proof-of-concept for a data visualization component library that prioritized standardization, composability, white labeling, and compatibility with the existing CSS-in-JS theming. This prototype was adopted by another team for further development.
- Spearheaded the conversion of a financial application to React, demonstrating expertise in modern web frameworks and UI development.
- Collaborated with product managers and developers to build the React UI for a multi-bank fintech application, gaining valuable experience in the financial technology sector.

Technology: JavaScript, React, Storybook, CSS, Recharts, Visx

Creative Technologist   Oct 2016 - Sep 2018
Dell

- Designed and developed a specialized text editor that allowed designers to prototype AI voice interactions for gaming applications, contributing to patent US20200227034A1.
- Contributed to architectural discussions and implementation strategies for component decomposition in the Dell Clarity Design System, contributing to the successful merger of VMware's and Dell's component libraries.
- Pioneered the Vue.js implementation of the Clarity component library, establishing a proof-of-concept that demonstrated improved designer-developer workflow efficiency and reduced development time through modern framework adoption.
- Developed prototyping tools with UX researchers and designers to test and validate new interface concepts.
- Received a Spot Award for rapid startup and early delivery of DellEdgDesign.com.

Technology: JavaScript, React, Vue, Storybook, CSS, Sketch, Balsamiq

EXPERIENCE

UI Developer   **Feb 2013 - Jan 2016**
Lumenalta (formerly Clevertech)

- Developed and maintained the domino.com component library, overseeing all UI development using atomic design principles, in collaboration with designers and backend developers.
- Developed responsive HTML email templates with cross-client compatibility across major email clients (Gmail, Outlook, Yahoo, Apple Mail), using progressive enhancement techniques to maintain visual consistency.
- Implemented pixel-perfect front-end components for recoveringme.com, translating Photoshop designs into responsive HTML, CSS, and Angular.

Technology: Bootstrap, CSS, Angular and JavaScript

Web Developer   **Jan 2007 - Jan 2012**
New Media One

- Developed and maintained websites using CakePHP framework, implementing MVC architecture and custom features for client projects
- Led maintenance and feature development for bigheadtodd.com, handling regular content updates, bug fixes, and performance optimizations
- Ensured cross-browser compatibility across Internet Explorer 6/7/8, Firefox, and early Chrome versions through CSS implementations and JavaScript fallbacks

Technology: CakePHP, PHP, HTML, CSS, jQuery and JavaScript

PATENTS

US20200227034A1   **2021**
Dell Products LP

Systems And Methods For Selectively Activating And Interacting With A Speech Recognition Service During Application Runtime Without Interrupting Execution Of The Application