

William Saunders

Front-End Engineer | React • TypeScript • Next.js • Shopify • Experimentation

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SUMMARY	Front-end engineer who builds reusable React/TypeScript systems for high-traffic marketing and ecommerce platforms. Built the component library behind Beachbody's Next.js replatform and Shopify storefronts for a multi-market DTC platform that has processed \$15.7M in sales since its March 2026 launch. Designed experimentation tooling and A/B tests for a conversion initiative that lifted site-wide conversion from 1.59% to 2.44%. Integrates agentic AI tools (Claude, OpenAI Codex) into daily development.		
SKILLS	Front End	JavaScript, TypeScript, React, Next.js, Redux, Tailwind CSS, HTML5, CSS3, GSAP, responsive development	
	CMS / Experimentation	Builder.io, Contentful, Sanity, Optimizely, Amplitude	
	E-Commerce	Shopify Plus (Liquid, templates/sections, metaobjects/metafields), Recharge subscriptions	
	Back End & Cloud	Node.js/Express, GraphQL, REST APIs, PHP/MySQL, AWS (EC2, DynamoDB, S3)	
	Testing & Tooling	Jest, Vitest, Playwright, Storybook, Git	
	AI-Assisted Development	Claude, OpenAI Codex, agentic coding workflows	
EXPERIENCE	Beachbody · Senior Front-End Developer		Dec 2021 – Present
	- Built Shopify Liquid templates and reusable sections for BODi's multi-market, multi-locale DTC storefront, a hybrid headed/headless replatform integrating Sanity, Recharge, Builder.io, and Amplitude. The site processed \$15.7M in sales across 189K+ orders from its March 2026 launch through mid-October. - Shipped storefront and cart improvements as human-session conversion rose 7% (1.89% to 2.03%) and add-to-cart rate rose 4% (3.77% to 3.93%) from April to September 2026. - Co-defined and built the reusable React/TypeScript component library for BODi's Next.js and Builder.io replatform, then used it to deliver landing pages across Builder.io, Contentful, and Shopify Plus. - Designed a reusable React conditional-content component in Builder.io that cut each A/B test from three duplicate pages to one across dozens of experiments. Later extended it for login- and cart-based personalization. - Implemented Optimizely and Amplitude experiments as part of a conversion initiative during which Beachbody's overall conversion rate rose from 1.59% to 2.44% (Mar-Dec 2023). - Used AI-assisted accessibility audits to identify issues in legacy code, then implemented fixes to improve compliance with accessibility standards. - Led code reviews focused on component reusability, maintainability, and front-end standards. Mentored and oversaw two contractors onboarded for specific projects.		
	FOX Networks · Front-End Developer		Oct 2019 – Dec 2021
	- Partnered with stakeholders across FOX brands to define experimentation goals and implement Optimizely A/B tests in JavaScript, HTML, and CSS. - Built and launched time-sensitive marketing campaigns with custom HTML, CSS, JavaScript, and Unbounce, often outside standard release schedules.		
	Creative Impact Agency · Full Stack Developer		Aug 2017 – Oct 2019
	- Developed responsive entertainment campaigns and For Your Consideration sites for Disney Studios, Marvel Studios, DreamWorks, and Focus Features. - Extended a PHP/MySQL screening administration platform and built a Node.js/Express service powering an embeddable branded photo/video sharing experience.		
	Equate Media · Front-End Developer		Sep 2016 – Aug 2017
	- Built a React/Redux moving-inventory application with centralized state, categorized item search, and volume/weight calculations. - Developed REST-integrated lead-generation sites.		