

# Phaedra Riley

[phaedra.dev](http://phaedra.dev)

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UI-focused engineer experienced in myriad digital technologies, I explore how design + code can create responsive, accessible, user-centered experiences.

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## Skills

**Daily:** React/ReactNative, Redux, Javascript, Typescript, HTML5, CSS3, Sass, Tailwind, Git

**Regularly:** Figma, Agile, build tools, CI/CD, ticketing, templating, IA, SEO, Analytics

**Soft:** project & team management, documentation, communication, reviews, copywriting

**Developing:** GraphQL, AI/LLM integration, Elixir, Jest

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## Experience

### **Software Engineer @ Copia Wealth Studios (remote)**

Nov '24 – Mar '25

Developed reusable component library in React and TypeScript for a new authoring system, used as the base for a new feature on the Copia wealth management platform. Contributed frontend UI to an AI-powered chat feature with LLM integration. Explored GraphQL and Elixir to support full-stack initiatives in a microservices architecture. *Copia acquired Kinship Systems in 2024.*

Projects: [Copia \(marketing\)](#), [Copia \(web - invite only\)](#).

### **Lead Interface Engineer @ Kinship Systems (NYC, remote)**

Aug '19 – Oct '24

Developed and maintained the frontend for Kinship, a cross-platform relationship management app in React Native and React. Built UI components integrating native device features (calendar sync, contact imports, camera, photo library) with Redux state management. Collaborated with founders on product strategy, IA, and UX, contributed copywriting and user flows alongside code. Shipped to iOS App Store and Google Play Store with 4.5+ star ratings.

Projects: [Kinship \(iOS\)](#), [Kinship \(web\)](#).

### **Forsman & Bodenfors (formerly KBS / Spies & Assassins) (NYC)**

Feb '14 – Dec '18

Led and contributed to numerous projects from quick marketing pages to full enterprise re-platforms. Toolkit included HTML5, CSS3/Sass, JS (ES6), Github/lab, Gulp, Webpack, and multiple platforms from Sitecore and AEM to Wordpress and Tumblr. Took on increasing leadership responsibilities and process improvement.

#### **\*Associate Technical Director**

Jun – Dec '18

- Managed the tech department while a lead developer on projects.
- Built custom Sitecore component frontends and led collaboration with backend partner.

- Worked with CTO and senior developers to mentor and boost team skills.

#### \*UI Development Lead

Oct '17 – May '18

- Wrote a mobile-friendly, 3D product configurator as a web app in Three.js.
- Worked with engineering leadership on UI team management and operations.

#### \*UI Developer

Feb '14 – Sep '17

- Developed themes, web apps, sites, landing pages, and component libraries for clients in HTML, CSS, JS, Foundation, Bootstrap, Handlebars, Razor, and AngularJS.

Projects: [Pods.com relaunch](#), [Lista Configurator](#), [BMW Inventory](#), [Banana Republic True BR](#)

Clients: Pods, Stanley Black & Decker, BMW North America, Banana Republic, Windstream.

#### Freelance (NYC)

May – Sep '13

- **Web Developer @ BOND Strategy and Influence:** Co-developed responsive marketing site on Wordpress to allow easy content updates.
- **iOS Animator, Asset Wrangler @ Visby Labs:** Asset management, production and character animation for iOS apps.

Projects: [Particle Fever](#), [Chloe the Yogi Goes to the Amusement Park](#), [Personal Beasties Breathing](#).

#### Sr Manager, Creative Services & Technology @ Core77 (NYC)

Nov '10 – Apr '13

- Led development teams and consulting projects for Core77 and other key properties.
- Duties included project management, IA/UX design, QA, writing RFPs and SOWs, template coding and researching new technologies.

Projects: [Core77](#), [Core77 Design Awards](#), [Design Directory](#).

Clients: Microsoft Windows Phone, Braun, BraunPrize, Autodesk.

#### Project Manager @ Six Apart, Services (NYC)

Mar '09 – Apr '10

- Managed Movable Type client projects from magazine to public television network sites.
- Worked closely with clients and internal teams to establish scope and deliverables.

Clients: [Consumerist](#), [KCET](#), [MSP Magazine](#), [Paper Magazine](#), [Society of Publication Designers](#).

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## Education

### Master's Degree, Interactive Telecommunications (ITP)

New York University.

### Bachelor's Degree, Studio Art (Digital Media Concentration)

University of Virginia.