



Andru Dunn

Staff Design Engineer

Find more detail about my work history at <https://dunn.wtf>

About Me

I like solving problems.

I enjoy the challenge of both creative and strategic thinking, and I love being part of a team crafting delightful digital experiences.































My focus is centred around inclusive design, UI testing and design systems. I lead teams ensuring projects are accessible, scalable and resilient.

I've worked in design and engineering roles throughout the years and thrive working in the space where these two disciplines intersect.

I work with product folks and stakeholders to define and shape programs of work across multiple teams; balancing customer needs and business outcomes.

I'm an expert in Javascript and scalable UI applications. My background is design foremost, and I feel just as competent writing software as I am designing.

Technologies & Tools

| | |
|--|--|
|  Typescript |  React |
|  Node.js |  Next.js |
|  Figma |  Vercel |
|  Storybook |  Testing Library |
|  Sanity |  Jest |
|  Axe |  Cypress |
|  Sass |  Nx |
|  Styled Components |  AEM |
|  Tailwind |  Algolia |
|  ESLint |  Google Analytics |
|  Nest.js |  Kubernetes |
|  Docker |  SpeedCurve |
|  Sentry |  Amplience |
|  Framer |  Applitools |
|  Sketch |  Adobe CC |

Responsibilities

Over the years I have been instrumental in establishing patterns for most frontend concerns:

- Design Systems (defining strategy, framework and implementation)
- Accessibility (WCAG AA compliance and testing)
- Performance + CWV (standards, metrics, perception and budgeting)
- CMS (architecture, structured content + modelling)
- Responsive Imagery (formats, density + art direction)
- SEO (structured/open graph data + URL/content best practices)
- Analytics (Google Analytics, CWV, New Relic and Omniture)
- CRO + MVT (feature flags, cohort management, Optimize/Monetate)
- Testing (unit/integration/E2E, accessibility + visual regression)
- Resilience (shielding customers from engineering mistakes)
- Caching (efficient policies across the stack)
- CI/CD (efficient developer experience, path-to-prod)
- Monorepos (WoW, npm packages, Lerna/Nx)
- GDPR (cookies, customer consent, permissions)

Work History

Upgrowth

Staff Design Engineer · Sydney

June 2021 - Present



Currently leading the Design System team for the Woolworths Group, the largest company in Australia by revenue. A refined multi-brand and multi-platform design language across an ecosystem of teams, defined by a framework I created from deep experience of scalable UI.

We crafted a suite of components, leveraging design tokens through a rigorous process of auditing, aligning and designing. Built upon deep criticality of UI and UX, it ensures everyone is held to the highest standard for compliance and craft. I shaped design principles and the contribution/distribution models, improving communication and aiding incremental adoption.

I continue to be one of the principal engineers responsible for the BIG W website. I spend my days shaping solutions, translating technical work for business folk and writing/reviewing code. Most notably defined the CRO strategy, a framework for performance and accessibility testing and was instrumental in the architecture design and adoption of Algolia for search.

Senior Design Engineer · Sydney

February 2020 - June 2021

Working on the digital transformation of BIG W, an Australian national retailer. The initial effort was decoupling the UI from the existing monolithic application. Next steps included an initial design system setup, upgrading the CMS to headless AEM, and a refined shopping journey.

My focus was on steering the customer experience with the design team, alongside helping ensure we build it in a scalable, accessible and resilient manner. Using component-driven design to expedite the build and handover. All in TypeScript with Next.js, Nest.js and friends.

I led product design for a handful of projects, including an online publication platform and an interactive analysis of malicious exploits in partnership with Macquarie University Cyber Hub.

ASOS

Senior Web Engineer · London

February 2019 - July 2019



Joined the team as a UI lead (contract) on the ASOS Marketplace digital transformation project. The project was an entire rewrite into TypeScript using Next.js, Algolia and Amplience.

Part of my remit was to also upskill the team's frontend knowledge, and to help bridge the gap between design and development. This meant not only running workshops on how we should architect our app, but also on fundamentals like accessibility and testing. I introduced Jest, Cypress, Applitools and Speedcurve to the environment and defined approaches to testing.

John Lewis & Partners

Senior UI Developer · London

June 2016 - February 2019



My main role was developing UI for the website, building better customer experiences. I worked across various product teams, contributing to existing apps and writing them from scratch. I also often ran workshops ranging from Accessibility training to defining our Design Principles.

- ▶ Led the creation and adoption of John Lewis & Partner's design system, Mono
- ▶ Led the UI development strategy for delivering the rebrand with Pentagram
- ▶ Led the digital transformation to React, including writing our first React apps
- ▶ John Lewis' first full-stack JS app, with a React, Node & Kubernetes stack
- ▶ UI development lead for the CMS upgrade project

Web Designer · London

October 2015 - June 2016

My area of responsibility was designing content for the homepage, all Electricals categories, and key marketing campaigns. I also led the design and build of MVT tests via Monetate. Always seeking to improve processes and efficiency, I led an experiment for a new workflow for all online content, which was then rolled out to all departments after a successful trial.

Waitrose & Partners

Frontend Developer · Bracknell

July 2013 - October 2015



Frontend Developer and Online Designer, focused on page design and development, digital marketing assets and brand development. I led the in-house frontend development for seven new online services—Waitrose Cellar, Kitchen, Florist, Gifts, Pet & Garden. This also included the launch of partnership-site, Telegraph Wine from Waitrose.