

Rob Copeland

Frontend Engineer

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Summary

User-focused Frontend Engineer with 16+ years of experience building web applications serving thousands of users at Amazon, Rocket Mortgage, and Progressive. Specializes in translating user needs into intuitive interfaces using React, TypeScript, and modern frontend technologies. Proven track record leading design system initiatives and delivering solutions that balance technical excellence with exceptional user experience.

Experience

Lead Frontend Engineer

Progressive — Mayfield Heights, OH (Remote)

Nov 2025 – Present

- Assisted with migrating legacy content into a CMS, delivering the project months ahead of schedule due to added automation
- Scaffolded several CI/CD-based testing tools to enable a modern development workflow
- Collaborated on company-wide design system initiatives

Frontend Engineer II

Amazon — Detroit, MI

Dec 2020 – Nov 2025

- Built and maintained Machine Learning Operations (MLOps) platform serving internal use-cases across 600 Amazon teams
- Collaborated with UI/UX teams on user research initiatives and requirements gathering to inform product decisions
- Established evaluation framework and success metrics (KPIs) for internal tooling adoption and usage
- Led development of initial centralized product from concept to launch, now serving hundreds of daily users
- Spearheaded design system adoption initiatives across engineering teams
- Created UI/UX designs and interactive prototypes for new features and workflows
- Developed fee explainer feature that improved user comprehension and reduced support tickets, serving thousands of users monthly

Web UI Architect / Senior Web UI Engineer / Web UI Engineer / Application Engineer

Rocket Mortgage — Detroit, MI

Aug 2010 – Dec 2020

- Drove design system adoption across multiple engineering teams, establishing consistent UI patterns organization-wide
- Built first comprehensive metrics dashboard tracking design system usage, providing actionable insights for future development
- Provided technical consultation to project UI engineers on design system implementation and application architecture best practices

- Led architecture and development of client-facing design system used across all customer touchpoints
- Implemented robust testing and CI/CD deployment pipeline
- Owned end to end user interface development for mortgage origination platform processing thousands of applications daily
- Successfully navigated multiple platform redesigns while maintaining system stability and user experience
- Coordinated closely with backend engineering teams to ensure seamless API integration and deployment synchronization

Skills

Programming Languages & Core Technologies: Accessibility (WCAG), CSS3, HTML5, TypeScript, ES6+, JavaScript, SCSS

Frontend Frameworks & Libraries: React, React Query, React Hooks, Context API, State Management, Tailwind, React Router, Vue, Nuxt

UI/UX Design & Tools: CSS/SCSS, Figma, Responsive Web Design, Mobile-first Web Design, Wireframing, Prototyping, User Experience Design, Design Systems

Testing & Quality Assurance: Jest, React Testing Library, Cypress, Unit Testing, Integration Testing

Additional Technologies: Webpack, Vite, npm, Git, GraphQL, AWS, CI/CD, Docker

Performance & Optimization: Web Performance Optimization, Code Splitting, Lazy Loading, Bundle Analysis, Lighthouse

Collaboration & Methodology: Agile / Scrum, Code Review, Technical Documentation, Cross-functional Collaboration, Mentoring

Education

Eastern Michigan University — B.S. Computer Science, *Jun 2010*