

Joel Loo

Senior Frontend Engineer • Product, Performance & UX
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Senior Frontend Engineer focused on building optimized, accessible, user-centered web applications. Experienced in React, TypeScript, Next.js, frontend architecture, CMS-driven experiences, and collaboration with design, product, and backend teams to deliver refined digital products.

EXPERIENCE

Senior Frontend Software Engineer • Topgolf Callaway Brands

February 2023 - Present, Remote

Frontend Software Engineer

September 2021 - February 2023, Remote

- Led the frontend migration from SAP Hybris/CPQ to Logik.io for custom product page configurators on Callaway B2C Japan and B2C Korea, building Next.js App Router APIs, integrating Logik.io, and developing UI components and state management within Salesforce Commerce Cloud and a headless architecture.
- Drove the migration of Callaway B2C Japan and Callaway B2C Korea to a headless architecture, rebuilding the frontend with React, TypeScript, Next.js, and Vercel while defining integrations with Salesforce Commerce Cloud, Contentstack, Snaplogic, and KIBO.
- Led frontend development across global B2C and B2B web experiences for Callaway's global brands, improving accessibility, performance, and usability through ADA-compliant updates and optimization of legacy SAP Hybris templates and CMS-driven pages.
- Partnered with design, business, and backend stakeholders to translate product requirements into polished frontend experiences while balancing brand identity, localization needs, and platform scalability.

UI Developer (Contract) • Estuate

May 2019 - September 2021 in Carlsbad, CA

- Developed responsive B2B and B2C web experiences for Callaway Golf USA, Japan, Korea, and Europe, by building custom UI components, page templates, and content-driven interfaces using JSP, JavaScript, LESS, and SAP Hybris.
- Collaborated with UX designers to translate Figma and Adobe XD designs into accessible, mobile-friendly interfaces, while maintaining frontend architecture to improve UI consistency and implementation quality across global e-commerce sites.

EDUCATION

UC San Diego • B.S. Cognitive Science, Minor in Computer Science

Emphasis in Human-Computer Interaction (Design and Interaction)

Organizations: Sigma Phi Epsilon, Fi @ UCSD (Student-run UX design agency)

SKILLS

Frontend Engineering

React, TypeScript, Next.js, Node.js, JavaScript ES6, HTML, CSS, jQuery, JSP, JSTL, LESS

Product and UX

Accessibility, Responsive Design, Interaction Design, Usability Testing, User Interviews, Wireframing, Heuristic Evaluation

Platforms & Integrations

Salesforce Commerce Cloud, SAP Hybris, Headless CMS, API Design/Development, JSON, XML

Tools

Git, Vercel, VS Code, Postman, Figma, Adobe Creative Suite

CERTIFICATES

Advanced React • Codecademy

Custom Hooks, Context API, Error Boundaries, Memoizing Data, Lazy Loading

Learn React

Props, React Hooks, Stateful/Stateless Programming Patterns, React Forms