

Ashley Holtgraver

Lead Front End Engineer • Human Centered Design Leader

aholtgraver@gmail.com • (724)-713-2892 • 28 Silk Street, Arlington MA 02474 • ashleyholtgraver.com

about

I am a **lead developer, human-centered designer, and strategic leader** who cares about connecting the dots to create digital experiences that make real people's lives better. My two decades across product, consulting, and marketing have shown me that a highly collaborative approach across teams and users will always inspire solutions greater than their parts. From leading front end architecture and coding beautiful and performant UI, to user research and prototyping, to technical product management, I like to go both wide and deep and provide what the project needs. I am creative, hard working, and love learning from every project.

experience

Grouper (FKA Element3 Health)

September 2023 - March 2026

Lead Engineer | Remote / Boston, Massachusetts

Grouper is a mission-driven startup (Series A) in the health and wellness space, increasing social connection among the aging population. My primary impact has been to lead and code effective front-end application architecture across a ~20 person engineering team, and to collaborate with design + product in the interests of the user, across multiple product lines. (*React, Typescript, styled components, Cypress, node, MUI, Storybook, Cursor / Claude Code / Roocode*)

- Led and coded full-stack relaunch of grouper.hellogrouper.com from the ground up in one month, with emphasis on accessibility, reliability, and code quality, now serving 24,000+ users.
- Owned the frontend architecture, coding, and launch for our second product (hello.grouper.com) from repo creation to production in four weeks, scaling to 3.7K users within weeks of launch.
- Conceived of, built, and maintained our internal component library grouper-ui, working in collaboration with design, product, and tech teams.
- Adopted agentic AI tooling with test-driven development workflow, increasing speed-to-QA 3x while maintaining low technical and cognitive debt.
- Ongoing champion of user research and prototyping whenever possible. Led interviews with internal support team to surface immediate needs.

Secure Senior Connections

October 2022 - July 2023

Lead Engineer (Part time) | Remote / Boston, Massachusetts

In my first product company role, I learned and grew at balancing the ideals of the design process with the realities of a living tech stack. (*React, Typescript, SCSS/SASS, node, Storybook, Playwright / Jest*)

- Researched, seeded, and launched a Storybook library of our custom components, with a roadmap to full coverage.
- Spearheaded the creation of a visual regression test suite.
- I acted as a key communicator between the front-end coding team and product/design, and mentored junior tech team members.
- Individual contributor for code, implementing high-visibility homepage redesign under tight timeline.

Full-time Parenting

November 2018 - October 2022

My most challenging role to date, and truly not for the faint of heart. Built patience, creativity, and multitasking skills. Long-term journey mapping as well as daily operational implementation. High ROI.

IDEO

November 2014 - November 2018

Senior Designer | Cambridge, Massachusetts

I gained experience in project ownership and strategic design thinking, consulting with Fortune 500s and startups alike. I immersed myself in the design thinking process, first via practice, then by leading and teaching. My project roles and responsibilities grew far beyond code while at IDEO, but when I did write code, it was to serve the design process - building to learn and pivot. My previous experiences in the production world helped me confidently partner and guide implementation roadmaps for our clients.

- Helped Newton Wellesley Hospital implement transformational organizational design. (*Prototyping & UX lead*)
- Helped American Family Insurance create and launch a new B-corp *Moonrise*, an anti-gig economy staffing venture. (*Prototyping, UX & development lead, product development roadmapping*)
- Helped a Fortune 100 insurance company design a new retirement offering for small businesses. (*Project co-lead, User research planning and execution, UX & front-end development lead*)
- Planned & executed our internal hackathon "Fuzzy Day." *Project lead*
- Project lead and co-business lead for IDEO at Moogfest 2017 - "Making Sounds from the Future" SaSu workshop.
- Complete working prototype used by SimpliSafe engineers for their new model of security keypad. *AngularJS, SASS*
- Created designs, UX, and working code prototypes, from 3D real-time information visualizations, to frontend branding websites and backend "switchboards" for "real feel" prototypes, for a wide range of clients and projects.

To see more of this under-NDA work, just ask!

Blue State Digital

January 2014 - November 2014

Senior Front-End Developer | Boston, Massachusetts

As a senior member of the Web and Product Development team, my day-to-day was a lively balancing act of projects and technologies.

- Architecture and production code, technical documentation deliverables, plus internal and communication with clients such as the Labour Party of the UK, Planned Parenthood, Godiva Chocolate, and the YMCA.
- Internal mentoring, collaboration, and interviewing. Quick turnarounds on estimates for the client service team for potential work, and phase 1 tech specs.

Dow Jones Industrial

2012 - 2013

Design Technologist (Contract) | New York City, New York

- Lead front end developer on "DJ X", a web-based clone of the Bloomberg terminal on mobile and desktop. Working closely with product owners and backend devs, I created reusable components for various functional modules.
- I built the frontend for an internal project management tool used by the entire Interactive team on a daily basis.
- Defined and implemented SASS styleguide + documentation.

(Earlier career available on [LinkedIn](#))

education

Carnegie Mellon University

2000 - 2004

BS, Computer Science, Art Minor

Visiting Scholar at California Institute of Technology, SURG Grant 2003, Medical Robotics Laboratory Research Assistant

key skills

Design thinking, user research, prototyping, synthesis • **Project leadership**, technical management, decision making • **Process improvement**, cross-functional collaboration, technical mentorship and leadership • **Javascript** - React, Typescript, Node, Webpack, Vue.js, Next.js, Astro, many more frameworks, + vanilla • **Front-end / UI styling** - CSS/SASS, Material / MUI, Storybook, WCAG accessibility, localization • **Headless CMS** - Sanity / Contentful • **Test suites** - E2E, unit, and visual regression testing - Cypress, Playwright, Jest • **AI / LLM Workflows** - Claude Code, pi, Cursor, Roocode, agent building via openai node library • MySQL, Firebase, AWS, Docker • **git**, bash, tmux, simple Python scripting • **Agile methodologies**, Scrum, Kanban, Jira, CI/CD • **Figma** / Figjam, Adobe Photoshop / Illustrator / InDesign / Premiere • **Wordpress** theming and plugins • **wysiwyg site build & theming**, Squarespace, Wix, Shopify

extracurricular

TEALS volunteering - during quarantine, served as a remote instructor for AP Computer Science in Boston Public Schools via DigitalReady, creating more equitable access to the AP test and college credit.

Freezepop - synthesizer playing, video editing, and Wordpress for our long-running Boston electropop band.

Electronics at the Beach - co-created a YA comic / breadboard maker kit meditation on creativity and how electricity works, now carried in local comic shops.