

Taylor Hughes

Frontend / Product Engineer

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SUMMARY

Frontend engineer with a project management background who ships polished, high-traffic product UI on scope and on schedule, using AI-assisted workflows in Cursor to move fast. Four years building React and TypeScript frontends at System1, including owning Startpage (privacy search), working closely with product, design, and business teams.

EXPERIENCE

System1 — Remote (Marina del Rey, CA)

Software Engineer III, Apr 2025 – Present | **Software Engineer II**, Jul 2022 – Apr 2025

Startpage frontend owner; started on the Search Sites team. 900+ merged PRs; regular on-call.

- **Led frontend for Startpage's first account system and paid Ad-Free subscription** (US launch, Sep 2026), in lockstep with product, design, QA, and backend: WorkOS signup/login with inline auth, embedded Stripe checkout, a .edu free-year student plan, and account management in 11 locales. Reached thousands of users in the first month; also built required-account login (web and native) for high-bot-traffic countries to curb automated traffic.
- **Shipped the World Cup 2026 sports experience to all traffic ahead of the tournament**, partnering with PM and design to re-architect the Sports widget into a reusable, sport-forward component system (live games, standings, players); the widget rendered millions of times in 2026.
- **Cut Google ad load time on desktop search results ~20–24% (p75)** by replacing a fixed 3-second ad-detection timeout with Google CSA callbacks, so the "no ads" call took ~0.5 s in testing and Bing backfill showed sooner.
- **Owned frontend for a Skyscanner-powered flight-booking widget and a flight-status widget** (Mar 2026), introducing a demo-then-productionize process that got a working build to UX and QA before final mocks.
- **Shipped a localized homepage and navigation refresh** supporting a major browser-partner launch in five European markets; made the homepage config-driven so product can swap promos on its own.
- **Shipped AI product features:** React Native features for Vanish, Startpage's AI chat app (incl. a WebView assistant-message solution) and its web chat limits; an AI answers widget built on Reddit answers.
- **Build with Cursor (editor and agents) every day:** used it to deliver the weather widget's move to a new data API on a tight deadline, and to keep the World Cup widget current through the tournament with fast iteration.
- **Partnered with PM, analytics, and monetization to build and launch 10+ revenue A/B tests** on search-results ad layouts; shipped favicons and site titles across Google and Bing results (rolled out to 100% after testing); and served as tech lead on adblock detection and an affiliate-ad fallback for users whose ads don't render.
- **Drive cross-functional delivery and mentor teammates:** led the slash-commands launch across UX, backend, support, and product; updated the business team through the Japanese launch; onboard new engineers.
- Promoted to Software Engineer III (Apr 2025); won the 2024 company hackathon (AI-image detector); named by management the team's most productive frontend engineer, with standout attention to detail in design/CSS (2026).

Nomad Credit — Los Angeles, CA

Full Stack Developer, Oct 2021 – Jul 2022

- Improved a React-based CRM integrated with GraphQL and enhanced a Ruby on Rails app (PostgreSQL on AWS); built automated reporting pipelines (AWS Lambda, EventBridge) and ran sprint planning and Scrum ceremonies.

PRIOR EXPERIENCE — PROJECT MANAGEMENT

Engineering Project Manager, DIRECTV (2013 – 2017; IT Project Coordinator 2013 – 2014): Managed scope, schedule, budget, and risk across up to 5 large-scale IT and engineering projects at once; delivered weekly status updates to technical and executive stakeholders; built resource-estimation dashboards for IT leadership.

Project Manager, National TeleConsultants (2020 – 2021): Managed timelines, testing, and multi-org coordination for large infrastructure projects; automated cable calculations across tens of thousands of components with an R script.

SKILLS

Frontend: React, TypeScript, JavaScript, HTML, CSS, SASS, React Native, Expo, GraphQL, accessibility, i18n

Product & delivery: A/B testing and rollouts, analytics instrumentation, Stripe, WorkOS, Agile/Scrum, Smartsheet

Tooling: Node.js, Jest, end-to-end testing, Webpack, Git/GitHub, AWS, PostgreSQL

AI: Cursor (editor and agents), AI-assisted development, LLM-powered product features (AI chat, AI answers)

EDUCATION

UC Santa Barbara — B.S., Mathematics; Minor in English, 2013

General Assembly — Certificate of Completion, Computer Software Engineering, 2021