

# Robert NOWELL

## Design Engineer

### AI Products for Human Empowerment

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Full-stack engineer and VC-backed founder with 9 years shipping web + AI products, from developer tools to AI creative platforms.

Master's from Harvard Graduate School of Education in **AI for Human Learning**.

I build products to give people superpowers. I'm equally comfortable executing as a one-person technical shop as I am collaborating with cross-functional stakeholders.

#### What I love

- > Prototype-driven design
- > Empowering users
- > Creating value, not engagement
- > Snappy, polished interactions
- > Teaching and learning

## WORK EXPERIENCE

2024 – Present	<b>Founder, <u>KOPI AI</u>, Palo Alto, CA</b> AI-native creative tools empowering small business owners to produce professional HTML marketing emails and graphic design assets. <ul style="list-style-type: none"><li>&gt; &gt;\$1M revenue generated for customers since launch</li><li>&gt; Designed and built end-to-end: product strategy, UI/UX, full-stack development, AI engineering</li><li>&gt; Architected streaming AI pipeline with websockets and durable backend execution; connection drops and page refreshes don't interrupt generation</li><li>&gt; Optimized for user capability, not time-on-site: async agents with proactive queuing for automated workflows; snappy motion interactions for creative augmentation tasks</li></ul> <span>Agentic Design</span> <span>TypeScript</span> <span>React</span> <span>Tailwind</span> <span>HTML</span> <span>Streaming LLM UI</span> <span>API Design</span> <span>Product Design</span>
2021 – 2024	<b>Cofounder, <u>RENDITION: FIGMA TO CODE</u>, San Francisco, CA</b> VC-backed startup (\$2M raised) developer tools that translate Figma UI designs into React code. <ul style="list-style-type: none"><li>&gt; Shipped one of the earliest production <u>vibe coding tools</u> (2023, before they had a name): live-streaming UI eagerly closes JSX tags so components render as tokens arrive</li><li>&gt; Maintained community of 4000+ developer users, &gt;32 million lines of code exported from Figma</li></ul> <span>React</span> <span>TypeScript</span> <span>Tailwind</span> <span>HTML</span> <span>Figma API</span> <span>Developer Tools</span> <span>AI</span> <span>Code Generation</span>
2019 – 2020	<b>Senior Software Engineer, <u>DARKSTORE</u>, San Francisco, CA</b> 8th engineering hire at fulfillment logistics platform enabling 2 hour e-commerce delivery. <ul style="list-style-type: none"><li>&gt; Ideated, designed, and pitched analytics-driven dynamic order routing feature which became core to company product strategy</li></ul> <span>Node.js</span> <span>TypeScript</span> <span>React</span>
2017 – 2019	<b>Software Engineer, <u>LINKEDIN</u>, Sunnyvale, CA</b> LinkedIn Hiring Software. <ul style="list-style-type: none"><li>&gt; Full-stack development: Python/Flask/SQLAlchemy backend, Ember.js frontend</li></ul> <span>Python</span> <span>Flask</span> <span>SQLAlchemy</span> <span>Ember.js</span>

## EDUCATION

2020 – 2021	Master's degree, AI for Human Learning (Specialized Studies), <b>Harvard Graduate School of Education</b> .
2018	Advanced Computer Security Certificate, <b>Stanford University</b> .
2014	Visiting Undergraduate Student, Philosophy and Statistics, <b>Harvard College</b> .
2011 – 2015	B.A. Honors, Philosophy, <b>University of Tennessee</b> . 3.96 GPA. Graduation Speaker. Phi Beta Kappa.

## SKILLS

### AI Engineering



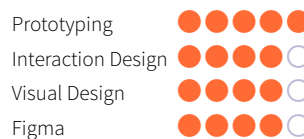
### Full-Stack Engineering



### Product



### Design



## INTERESTS

<b>Coding Education</b>	Founded <u>Coding Together</u> (2020), an open-source school for peer-directed CS education. >200 students earned learning certificates. Volunteer teacher, Stanford Code in Place 2020.
<b>Trash Friend</b>	100+ bags of trash picked up from the streets of Hayes Valley and Tenderloin (2023–2025), sponsored by <u>SF Civic Joy Fund</u> .
<b>Cat Foster Volunteer</b>	SFSPCA and Berkeley Humane. Fostered 40+ now-adopted cats + kittens since 2022.