

Ridge Nelson

Designer and developer: digital products, identities, websites and the systems behind them

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SUMMARY

Independent designer and builder with **7+ paid client engagements**. Designs identities, websites and product interfaces, then builds the systems behind them in **Next.js, React, TypeScript, Node and PostgreSQL**: Shopify commerce, booking and access software, CRM and outbound automation, APIs, webhooks and databases. Works AI-first: sets the architecture, directs the implementation, then reviews, tests, debugs and ships it. **\$50,000+** in cumulative sales as a clothing reseller on Depop, eBay and Grailed.

SELECTED WORK

OVREL, Founder

ovrel.co · 2025 - present

- Art-print label with 285 works on sale: art direction and the collection edit (works generated, then selected and tiered by hand), brand identity, launch campaign art direction, and a custom Shopify theme in Liquid.
- Order-routing service on Railway (Hono, PostgreSQL, Prisma, Inngest, Sentry): HMAC-verified, de-duplicated webhooks; idempotent supplier purchase orders; spend caps that fail closed; retries with dead letters; scheduled reconciliation. 11 workflows, 8 schedules, 95 automated tests.

Facility OS, Private client

2026

- **Product UI and business rules in Next.js, TypeScript, Tailwind and PostgreSQL**: booking flow, owner dashboard and door access for an unstaffed facility. A database constraint prevents double booking; door codes work only during the session; a signed owner session guards every admin action; Stripe webhook handling. 43 automated tests. Payments, lock and messaging run on demo providers.

Acquisition engine, Own system

In use

- Sourced **thousands of businesses** from map and web research, flagged weak websites, built one CRM record per business, and sent personalised outbound through Instantly with tracked replies, follow-up and scheduling (Cal.com, Google Calendar).

Ümbe Studio, Founder

umbe.studio

- **Identity, lettering and art direction**, with the motion and front end specified, directed and shipped by me AI-first: a poster-style site with drawn lettering and printed marks, plain HTML, CSS and SVG, no framework, Lighthouse 100 in all four scores.

QuoteWell, Owned product

quotewell.net

- **Front-end product with automated QA**: website and lead system for trade contractors (Next.js, TypeScript, Tailwind, GSAP). 28 Playwright tests with axe accessibility checks; one found a real lead-form bug.

Client work

7+ paid engagements

- Facility OS; **The Happy Flavor** (AI automation of recurring business routines); Origin Pilates (studio website, designed and built); The Cookiers (Shopify memberships and Stripe subscriptions, in build); an AI document workflow that extracts and summarises business and accounting documents into database records.

CAPABILITIES

Creative direction & design: art direction, identity, typography, digital design, product UI, image direction, motion and interaction

Product & frontend: interactive interfaces, responsive implementation, dashboards, booking flows, ecommerce, accessibility, component systems

Systems & data: APIs, schema design, relational data, authentication and authorization, business logic, background jobs

Automation & integrations: webhooks, workflow automation, CRM systems, payments, scraping and enrichment, lead routing, AI workflows

Production & reliability: deployment, monitoring, testing, debugging, responsive QA, retries and idempotency, reconciliation

EDUCATION

Weber State University: BS Computer Science, in progress (expected 2028)

TECHNOLOGIES

Figma, Photoshop, Adobe CC, Higgsfield · Next.js, React, TypeScript, JavaScript, HTML, CSS, Tailwind, Shopify Liquid, GSAP · Node.js, PostgreSQL, Supabase, Prisma, SQL, GraphQL, REST APIs, OAuth 2.1, Hono · n8n, Inngest, Shopify APIs, Stripe, Instantly, webhooks, Google Calendar, Cal.com, MCP, Zapier, Claude Code · Git, GitHub, GitHub Actions, Vercel, Railway, Sentry, Playwright, axe, Vitest, Netlify