

Stephen Rugh

stephen@rugh.dev • rugh.dev • github.com/sirugh • linkedin.com/in/stephenrugh • Austin, TX

Notable public work: hlxsites/aem-boilerplate-commerce • magento/pwa-studio • adobe-commerce/wayfinder

EXPERIENCE

Staff Architect, Commerce on Edge Delivery Services

Adobe · 2021 – Present

typescript · react · graphql · ai/llm

- Architected Adobe Commerce on Edge Delivery Services from the ground up, defining the technical foundation for the platform's next-generation storefront. Drove cross-organizational alignment across multiple internal teams to ship a production-grade, composable commerce layer serving one of the world's largest e-commerce ecosystems.
- Owned the developer-facing surface end-to-end: designed the component and integration APIs, established authoring and deployment patterns, and maintained the public documentation and reference implementations adopted by external partners and system integrators.
- Seeded the platform's AI developer tooling direction: shipped llms.txt for LLM-optimized Commerce documentation, built Wayfinder (an AGENTS.md-based routing system for AI agents across the distributed doc ecosystem), and designed Claude-powered conversational skills for developer troubleshooting.
- Accelerated integrator capability across the Commerce ecosystem: ran recurring hands-on labs at Adobe Summit, Adobe Developers Live, and Adobe Partner Days, equipping external developers to ship faster and with greater confidence on the platform; organized and led a VP-commissioned cross-org workshop in Ottawa to explore LLM-based site migration skills, work that directly seeded the AI skills now in production.
- Shipped Site Creator, a self-serve platform onboarding tool adopted by thousands of merchants and partners, cutting what previously required hours or days of manual setup down to under 10 minutes. Trusted technical advisor to senior directors and VPs across product and engineering.

Front End Software Engineer, PWA Studio

Adobe · 2019 – 2021

javascript · nodejs · react · graphql

- Was a core contributor and maintainer to PWA Studio, a 1,000+ star open-source project, contributing 258 commits as the #2 all-time contributor. Led the REST-to-GraphQL migration, which expanded real-world usage of Adobe's GraphQL platform, surfacing bugs, driving adoption, and accelerating the maturity of a core piece of infrastructure across the ecosystem.
- Drove adoption of TypeScript and ApolloClient as forward-looking technology choices across the team; built CI tooling including a PR analysis bot and debug reporter to reduce friction for contributors and maintainers.

Staff Software Engineer

Bazaarvoice · 2018 – 2019

javascript · nodejs · react

- Decomposed a monolithic Ratings & Reviews codebase into a modular, independently deployable component system, enabling faster iteration and allowing UI improvements to ship to customers across thousands of retail sites without full-platform releases.
- Led delivery of multiple front-end products including Fast-Stars, Inline Ratings, and Multi-Product Submission, each deployed across tens of thousands of retail sites, coordinating across product, dev management, and engineering to hit cross-org deadlines.
- Initiated weekly show-and-tell presentations to increase team ownership of knowledge and growth; mentored interns and junior developers in JavaScript best practices.

Senior Software Engineer

Bazaarvoice · 2014 – 2018

javascript · nodejs · backbone

- Designed a comprehensive analytics SDK with full forward and backward compatibility, replacing patchwork legacy instrumentation with a single, consistent data collection layer instrumented across tens of thousands of retail sites. At its peak, Bazaarvoice's APIs ranked among the highest-traffic on the web, alongside Facebook and Google.
- Engineered a modular build and deployment system for multiple client-side applications, decomposing a monolithic codebase and establishing the technical foundation for Bazaarvoice's next-generation frontend, reducing long-term maintenance overhead and enabling independent deployments across product lines.
- Created an internal deployment API and application generator that gave teams a consistent starting point and enabled self-serve deployments.

Software Engineer

H-E-B Grocery · 2012 – 2014

javascript · spring · bootstrap

- Eliminated manual pharmacy processing overhead by designing and implementing a prescription fax integration system with OCR capabilities, automating a previously manual end-to-end workflow now used in pharmacies across the state.

SKILLS

Languages: JavaScript / TypeScript

AI / Agents: LLM APIs, Prompt Design and Evaluation, Context Discovery and Engineering

Frontend: React, Svelte, GraphQL, CSS

Infra: Node.js, Edge Workers, CI/CD