



Adriaan Balt

Experienced in building interactive digital experiences across AI, web, and mobile. Blends frontend polish, UX intuition, and full-stack engineering with hands-on expertise in LLM integration, generative media workflows, WebGL/Three.js, and rapid prototyping. Strong at turning concepts into high-quality demos and production-ready experiences for design, product, and engineering teams.

www.adriaanbalt.com
adriaanbalt@gmail.com

US Citizen

PROJECTS I MADE solo FOR FUN

Recipe Roulette – *Image to Recipe Cooking Companion (React Native, LLMs)*

Recipe finder from images or text with personalization, streaks, onboarding flows, inline timers, and grocery integration. Designed UI/UX, built frontend + backend, implemented analytics, notifications, and growth loops.

Feedric – *Feedback Intelligence Platform (RAG, LangChain)*

Built ingestion pipelines for multi-source text and transformed customer feedback into actionable insights using embeddings + RAG. Designed dashboards, triage UX, prioritization models, and evaluation logic.

Greatflix – *Social Movie Discovery Platform (Next.js, GraphQL)*

A social movie platform helping users discover, organize, and share films with friends. Features genre browsing, personal watchlists, network-based recommendations, and shareable movie links. Shows what friends are watching to drive social discovery.

Markense – *Marketing Operations Platform (AI Content Automation)*

A multi-tenant marketing system combining campaign planning, Kanban task management, and AI-powered content generation. Includes custom branding, workflow automation, and onboarding that produces strategic playbooks from business plans.

Slow the F Down – *A Meditative mobile game (Three.js, GPU animation)*

A meditative mobile game built with React Native + Three.js featuring GPU-accelerated 3D rendering, raycasting-based touch tracking, particle effects, and real-time scoring. Includes Firebase auth and leaderboards.

EXPERIENCE

Baltare — *Co-Founder, Technology*

2024 - 2025

- Designed and built interactive dashboards and product flows using Next.js and React.
- Built AI-powered interfaces with real-time feedback, conversational patterns, and responsive layout systems.
- Collaborated across design and product in high-velocity cycles to validate ideas

SKILLS

Creative Engineering: Prototyping, interactive UI, animation, GPU animation · WebGL / Three.js, design systems

AI/ML: LLM integration, RAG, LangChain, embeddings, vector stores, evals

AI Media Tools: Veo 3, Runway Gen-2/3, Stability APIs, HuggingFace pipelines, upscaling, image-to-video workflows

Frontend: React, React Native, Next.js, TypeScript, Expo, GraphQL

Backend: Node.js, Python, Redis, Postgres

Infra: AWS, GCP, Docker, CI/CD, Cloud Formation, Terraform

Collaboration: Product discovery, UX reviews, design partnerships, technical storytelling

EDUCATION

University of Chicago
Computer Science & Photography

through rapid prototypes.

- Implemented full-stack architecture, analytics, and automated deployment workflows.

BetterUp — *Lead Software Engineer*

2019 - 2024

- Prototyped interactive AI experiences and demo environments used in customer-facing presentations.
- Partnered with design on motion patterns, UI polish, and new visual components across web/mobile.
- Built and optimized React architecture with accessibility, performance, and conversion in mind.
- Led A/B tests, SEO-conscious content changes, and UX experiments to increase product engagement.
- Mentored engineers and collaborated across design, product, growth, and marketing teams

AKQA · BARBARIAN · SQUARESPACE *Creative Technology & Engineering Leadership*

2012 - 2019

- Built award-winning microsites and interactive brand experiences using React, animation systems, and WebGL/Three.js.
- Created visually expressive storytelling sites for global brands, balancing design expression with technical precision.
- Architected reusable frontend systems for international launches with high traffic and strict performance budgets.
- Worked closely with creative directors, designers, and strategists to ideate and pitch concepts that needed “wow-factor” UI.
- Led engineering teams delivering high-velocity prototypes, animations, and launch-critical web experiences.

RECOGNITION

Cannes Lions · Clio · One Show · Webby · Awwwards · Art Directors Club