

Gentle Joseph

Experienced frontend technical lead with 12+ years' experience in e-commerce, tele-health, edtech, semiconductor manufacturing, and financial services. Skilled at leading initiatives and architecting scalable solutions that ship at speed.

Relevant Experience

Senior Software Engineer - Stake Oct 2025 – Present

- Shipping the Self Managed Super Fund (SMSF) product, unifying retirement portfolios with Stake's existing ASX and US equities experience.
- Building for mobile alongside web, shipping native iOS and Android features in Ionic and Angular next to the consumer web app.
- Driving the migration to Angular 20, untangling deprecated patterns and rolling the codebase forward.
- Standing up the team's Nx monorepo (workspace, generators, shared tooling) and setting up the component library from scratch.
- Contributing to the cross-team brand refresh, taking the new visual system into consumer surfaces.

Technical Lead - Cashrewards Oct 2023 – Oct 2025

Senior Software Engineer Sep 2022 – Oct 2023

Software Engineer May 2020 – Sep 2022

- Led the front-end and retail-media roadmap for Australia's largest cashback platform, shaping strategy and architecture across consumer web experiences using JavaScript, TypeScript, React, Next.js, Angular, CSS, Strapi and more.
- Spearheaded adoption of server-side rendering and static site generation, vastly improving SEO and user experience for millions of shoppers.
- Built and launched a comprehensive design system and component library to accelerate UI development and ensure product/brand consistency.
- Worked alongside product and project managers, designers, and other engineers to transform creative concepts into refined digital experiences, working in two-week sprints using Scrum and Kanban frameworks.
- Mentored team members, led code reviews, and improved developer experience through tooling and clear processes.
- Provided leadership within the engineering department through close collaboration, building tools to improve developer experience, and mentorship.
- Implemented analytics infrastructure and event tracking (mParticle, GA, GTM, Amplitude, Optimizely, VWO) to drive data-informed product decisions.
- Defined and monitored performance budgets, establishing real-time dashboards to surface and resolve regressions.

Senior Frontend Engineer - Medius Health Aug 2019 – May 2020

- Designed and built mobile-first digital health interfaces with React, Redux, and modern CSS tools.
- Developed a real-time tele-health chat app, architecting the project from inception to successful delivery.
- Integrated AI-powered backend services via REST APIs and WebSockets, enabling smarter clinician and patient interactions.
- Maintained and enhanced core products, delivering bug fixes, feature upgrades, and technical improvements.
- Partnered with design and product teams in an agile environment to turn ideas into practical healthcare solutions.

Senior Frontend Developer - DBS Bank Jan 2018 – Apr 2019

Frontend Developer May 2017 – Jan 2018

- Led a 4-engineer frontend team at DBS Singapore, partnering with design agencies and cross-functional teams to launch secure, intuitive digital banking products.
- Implemented a design system using Angular 2 and Material UI with custom theming, standardising UI across digital banking surfaces.
- Engineered and scaled Angular applications to handle millions of financial transactions reliably and efficiently.
- Mentored junior team members, streamlined onboarding, and elevated standards for code quality, testing, and process.

Frontend Developer - KORDIT Oct 2016 – May 2017

- Built and shipped reusable components and user-facing features for UNESCO edtech platforms, focused on performance, scalability, and accessibility using Angular, MUI, CSS and more.
- Delivered technical solutions for web analytics, usability, and client business needs.

Full-Stack Engineer - GlobalFoundries Mar 2014 – Oct 2016

- Developed internal web apps with Django, Python, MySQL, and AngularJS to streamline operations.
- Maintained and enhanced mission-critical systems, advanced developer tooling, and partnered with senior engineers to assess and adopt new technologies.

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Skills

Programming Languages

JavaScript (ES6+), TypeScript, HTML, CSS, SCSS, PHP

Libraries & Frameworks

React, Next.js, Gatsby, Angular (2+), Node.js, Redux, NgRx, Framer Motion, Styled Components, Tailwind CSS, Bootstrap

Tools & Platforms

Git, GitHub, Vercel, Heroku, AWS, Strapi, Contentful, Contentstack, Datadog, Sentry, Storybook, Nx, Cypress, Chromatic, Docker, Figma

Analytics & Experimentation

mParticle, Amplitude, GA/GTM, Optimizely, VWO

Education

Murdoch University, Australia

BSc. Computer Science & Business Information Systems (Double major)

Republic Polytechnic, Singapore

Diploma in Information Technology

Interests

JAMStack, UI/UX design, Web accessibility, Photography, Gardening, Wood-working, Gaming, Cricket