

# Gentle Joseph

Experienced frontend technical lead with 10+ years' experience in e-commerce, media, tele-health, and financial services. Skilled at leading teams, architecting scalable solutions, and delivering fast, accessible web products.

## Relevant Experience

Technical Lead • **Cashrewards** Oct 2023 – Present

Senior Software Engineer Sept 2022 – 2023

Software Engineer May 2020 – Sept 2022

- Lead 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.
- Work alongside product & project managers, designers, and other engineers to transform creative concepts into refined digital experiences — working in two-week sprints and using Scrumban and Kanban frameworks where appropriate.
- Mentored team members, led code reviews, and improved developer experience through tooling and clear processes.
- Provide leadership within 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** August 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 backend AI data through 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** May 2017 – Apr 2019

- Led frontend engineering for digital banking products, partnering with design agencies and stakeholders to launch secure, intuitive web interfaces.
- 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 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** March 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, Datadog, Sentry, Storybook, Cypress, Chromatic, Docker, Figma, Amplitude, mParticle, GA/GTM, Optimizely

## Education

### Murdoch University, Australia

BSc. Computer Science & Business Information Systems

### Republic Polytechnic, Singapore

Diploma in Information Technology

## Interests

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