

JOSEPH REX

SENIOR SOFTWARE ENGINEER

Glendale, Wisconsin, USA

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SUMMARY

Senior Software Engineer with 12+ years of experience building accessible and scalable UI systems for high-traffic SaaS products. Specializes in React, design systems, and modern frontend architecture that improves reliability, developer velocity, and product performance at scale. Experienced leading cross-functional initiatives, driving experimentation, and partnering with design, product, and security teams to ship polished, user-centric experiences.

CORE SKILLS

Frontend: React.js, TypeScript, Tailwind, CSS-in-JS, WebGL/Canvas, GSAP, WebSockets, PWAs

UI Architecture: Design systems, component libraries, accessibility (WCAG), interaction design

Backend: Ruby-on-rails, Node.js, Python, Elixir, Java

Tooling: Vite, Webpack, Rollup, Jest, Playwright, GitHub Actions, CircleCI

Infrastructure & Ops: AWS, Cloudflare, Docker, Datadog, New Relic, Redis, Kibana, Postgres

Additional: A/B testing, experimentation frameworks, cross-team collaboration, technical leadership

EXPERIENCE

Kit (formerly ConvertKit), Remote — Email marketing platform generating \$50M ARR

SENIOR SOFTWARE ENGINEER II

Aug 2022 - Oct 2025

- Reduced 80% of XSS vulnerabilities by designing and deploying a comprehensive XSS prevention framework in Rails and implementing defensive coding standards across the engineering team.
- Partnered with Bugcrowd researchers and internal security teams to accelerate vulnerability triage and mitigation.
- Identified and cut costs on video transcoding by \$32K after refining the video rendering process in web players and emails.
- Increased conversions by 20% through A/B experiments that led to product decisions to keep experiences driving retention.
- Mentored engineers, led design reviews, and shaped frontend architectural decisions for high-usage creator tools.

SENIOR SOFTWARE ENGINEER I

May 2020 - Aug 2022

- Spearheaded the design and rollout of a new company-wide design system, increasing frontend development velocity by an estimated 25%.
- Built complex UI and email experiences in React, Canvas, and animation pipelines, optimized for performance, stability, and accessibility.
- Delivered features used by thousands of creators daily, collaborating closely with design, product, and content teams.

Tools: Ruby, Rails, React.js, Node.js, ELK Stack

Macgregor Partners, Milwaukee, WI — Supply chain SaaS (Acquired by Accenture)

SOFTWARE ENGINEER

July 2019 - March 2020

- Improved developer experience and release reliability by expanding automated testing and integrating end-to-end workflows with Cypress.
- Contributed to UI/UX decisions for logistics dashboards and enterprise clients.

Tools: TypeScript, Angular.js, Docker, Java, Cypress

Scade LLC — Software and graphics consultancy (FOUNDER)

FOUNDER / FRONTEND & UI DEVELOPER

November 2013 - 2022

- Developed interactive web applications and UI systems for early-stage startups, supporting investor readiness and product-market validation.
- Built custom data visualizations, rich animations, and performant rendering flows using React, WebGL, and Canvas.
- Delivered full-stack solutions using Node, Ruby, Docker, and AWS.

Tools: React, Ruby, Docker, TypeScript, AWS, WebGL/Three.js and Canvas API

Immersive Media Lab & App Brewery (UW-Milwaukee) — R1 institution web development and research assistant duties

Web and XR (VR/AR) DEVELOPER

May 2018 - September 2018

- Built immersive AR/VR experiences for exhibitions with 30,000+ attendees.
- Implemented WebGL-based rendering pipelines for Unity3D content.

Tools: WebGL, Blender, Unity3D, C#, JavaScript

EDUCATION

University of Wisconsin, Milwaukee, 2018

Computer Science

Polytechnic of Ibadan, Nigeria, 2013

Computer Science