

Joseph Ansell

Senior Product Engineer

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Profile

Senior product-focused engineer with 8+ years of experience delivering scalable web and mobile applications across the React and modern JavaScript/TypeScript ecosystems. Proven track record of optimizing production systems, integrating complex APIs, and shipping user-centric features within cross-functional teams. A foundational background in design drives a meticulous approach to UX, accessibility, and visual quality.

Work

Independent Senior Product Engineer / Consultant

January 2025 – Present

Managing concurrent freelance and contract engagements, delivering scalable web applications, e-commerce enhancements, and technical consultation for diverse clients.

- **Abracademy (May 2026 – Present):** Brought in to productionize a prototype AI-generated Next.js and React application. Establishing the foundational testing framework, integrating robust authentication and complex user-role management workflows using Clerk, and setting up PostHog for granular user tracking. Refactoring the core tech stack (TypeScript, Tailwind, Redis) to ensure long-term scalability and security for a non-technical founding team.
- **Minor Figures (Jan 2025 – Present):** Providing ongoing, retainer-based technical support and feature development for a prominent, high-traffic Shopify e-commerce platform. Developing custom UI components, responsive pages, and new modules to drive customer conversions while rapidly resolving frontend bugs to ensure platform stability and zero downtime.

Planes | Contract Senior Developer

October 2025 – July 2026

- Delivered feature and performance improvements for the React Native health & fitness app “Mila Movement”, reducing CMS API calls by 50% through optimised data fetching and caching, lowering infrastructure costs and improving initial load times. Implemented TV casting functionality and resolved device-specific Android usability issues to improve stability and UX consistency.
- Rebuilt Faculty.ai’s Ashby job board in-house using their API, enabling job search, filtering, and application submission directly within their Next.js / React platform. Increased Google Lighthouse performance scores to near 100% across categories while delivering new modules and UX improvements.

Skills

- TypeScript
- JavaScript
- Node.JS
- React
- React Native
- Expo
- NextJS
- Astro
- HTML
- CSS/SASS
- Tailwind
- Supabase
- Firebase
- Wordpress
- DatoCMS
- Sanity
- RESTful API
- Github actions
- Cypress
- GraphQL
- PostgreSQL
- Playwright
- Redis
- Clerk

Education

Ravensbourne University

2013 - 2016

Graphic Design
(BA Honours) 2.1

ON | Developer & Contract Senior Developer

July 2021 – March 2026

- Developed an in-house tool to back up and restore resources from clients' Storyblok websites, replacing the costly Storyblok plugin with a more flexible solution. Using Google Drive and its API, I created a GitHub Action to automatically download resources in JSON format from the past seven days. Built a standalone app for users to view, restore, and track backed-up resources, with a history feature to revert restored files when needed. The application integrated with Supabase for secure client access and file management. This tool enhanced our services and generated a new revenue stream by offering it as an add-on to our retainer packages.
- Led development of "The-Bon", a responsive, multi-language shared accommodation website. Utilising a headless CMS to enable client-managed, multi-language content. Mentored junior developers throughout and delivered the project ahead of schedule.
- Managed multiple estates of different clients, ranging across technology stacks. One of my primary responsibilities was to support the team across these estates day to day and deliver larger features using PHP, Javascript/Typescript, Astro, and Next.js.
- Collaborated with internal & external teams, including design, to provide guidance on UX and ensure high-quality user experiences and new features.
- Worked closely with management teams to provide technical support for tasks such as website performance enhancements, SEO improvements and assessing new business initiatives.

Efterklang [Band] (Freelance Project) | Developer

May 2021

- Developed an interactive application for a new album release to create a digital experience for fans. Working with them I developed a unique photo sharing experience to share images and access an unreleased song.
- As sole developer, I chose Google Firebase, Google Cloud Buckets and React to allow participants to upload and share images as a community, while streaming a brand new unreleased song.