

Joseph Baker

Senior Frontend Engineer

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Senior engineer with 15+ years shipping production software across mobile, web, and platform. Currently focused on React Native, TypeScript, and design systems, with full-stack depth in Node.js, Go, and AWS. Track record of modernizing build pipelines and Git workflows, leading teams, and mentoring engineers.

EXPERIENCE

Senior Frontend Engineer

Jan 2024 – Present

WebstaurantStore (Clark Inc.)

- Lead the mobile app team, owning architecture modernization, security hardening, and observability while maintaining a steady cadence of customer-facing features.
- Rebuilt the internal web component library on shadcn-ui; designed and shipped new primitives (combobox, advanced selection patterns, and more) that improved design-parity and reduced pattern drift across the app.
- Modernized the build pipeline and Git workflow for the design system team, shortening iteration time and tightening release quality.

Principal Software Engineer

Mar 2021 – Sep 2023

Red Ventures

- Led React / Next.js frontends and the backend services powering them; introduced GraphQL federation via the Apollo Rust Router so multiple frontends consumed a single unified endpoint.
- Shipped production services in Node.js, Go, and Elixir backed by AWS — migrated IaC from Terraform to CDK paired with GitHub Actions for faster, safer deploys.
- Architected CI/CD including pipeline-blocking tests, ephemeral PR environments, and automated subgraph publishing keeping the federation supergraph in sync.
- Mentored engineers across frontend, backend, platform, and data; drove cross-team technical decisions.

Chief Technology Officer

CONCURRENT

Sep 2019 – Jun 2021

Hoppthru

- As sole engineer, architected and shipped a React Native + Expo loyalty app with a TypeScript / NestJS backend, using json-rules-engine to drive the rewards logic.
- Scaled to 8,000+ users in Charlotte and expanded across much of North Carolina before the company was acquired.

Director of Engineering

Feb 2019 – Mar 2021

Red Ventures

- Led a product team that built a no-code asset builder — a TypeScript admin plus Go backend that serialized React experiences (clicks, scrolls, event handlers) as JSON and re-rendered them through a custom React engine.
- Designed a composable flow engine supporting API-driven branching and logic-based routing between screens, enabling analysts to build questionnaires and decision trees without engineering work.
- Built a .NET Core leads system with JSON-configured modular steps, absorbing diverse partner requirements without per-partner code forks.
- Shipped a JavaScript transformation layer translating partner request/response shapes to a common internal contract.

Senior Software Engineer

Mar 2017 – Feb 2019

Red Ventures

- Built a Node.js phone-system integration with a third-party telephony provider, enabling call-center agents to control inbound calls from internal tooling.
- Delivered production features across React, Node.js, PHP, and TypeScript in support of multiple product verticals.

Software Engineer

Feb 2015 – Mar 2017

Red Ventures

- Built React-based partner ordering flows on the in-house ordering platform, managed through an internal admin used by the analyst team.
- Shipped the company's first online carts, built on the same ordering platform and admin stack.

Jr. Software Engineer

Mar 2013 – Feb 2015

Red Ventures

- Built partner integrations across multiple verticals in JavaScript, PHP, and MySQL.

Web Application Developer

Feb 2012 – Mar 2013

Auction Edge, Inc.

- Developed web applications serving the auto auction industry.

SKILLS

MOBILE & FRONTEND	React Native · Expo · React · Next.js · TypeScript · Redux · Tailwind · HTML5 / CSS / Sass
BACKEND	Node.js · NestJS · Go · Elixir · .NET Core · PHP · GraphQL
DATA	PostgreSQL · MySQL · DynamoDB
PLATFORM	AWS · Docker · Terraform · AWS CDK · GitHub Actions · CircleCI
PRACTICE	Design Systems · GraphQL Federation · CI/CD Architecture · Team Leadership · Mentoring · Agile / Kanban

EDUCATION

Appalachian State University

Boone, NC · 2008 – 2011

B.S. Business Administration, Computer Information Systems